Section Two of SPONSOR • 30 March 1957

1957

buyers' guide

to radio and tv station programing

PUBLISHED BY SPONSOR SERVICES INC

INDEX

PIN POINT POWER GETS BEST RESULTS

Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with *no waste coverage.* W-I-T-H reaches 74% * of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to hit the sales "bull's-eye" for *you*, too.

*Cumulative Pulse Audience Survey

Buy WITH CONFIDENCE

om Tinsley
resident

. C. Embry
ice Pres.

nal Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

RADIO

MASTER DIRECTORY
State-by-State listing of stations showing time each station devotes to the 12 principal types of programing
STARTS PAGE 15

CATEGORY DIRECTORY
Stations specializing in Farm, Negro, Concert, other categories of programing. Complete 8 category index-page
STARTS PAGE 75

TELEVISION

MASTER DIRECTORY
Complete state-by-state listing showing total number of hours stations devote to ten program categories
STARTS PAGE 121

CATEGORY DIRECTORY
Seven separate listings of program data on farm Tv, homemaking, feature film, syndicated film, spots, etc.
STARTS PAGE 141

Only Exclusive Country-Western Rep. — Member, Station Representatives Assn.

Hop on the "Chuck" Wagon, Pardner!

"Chuck" Bernard

the "Madison Avenue Hillbilly"

Madison Avenue

780 WARL Arlington, Va. Washington, D.C.

1050 WCMS Norfolk, Virginia

1340 KCKN KANSAS CITY

27 KVVG-TV Fresno-Tulare, California

750 WBMD Baltimore, Maryland

1300 WKLC St. Albans — Charleston, W. Va.

1580 KLAK DENVER — LAKEWOOD

KCUL 10,000 WATTS

FORT WORTH

DALLAS

COUNTRY WESTERN MUSIC FROM COAST TO COAST

CHARLES BERNARD & COMPANY

1957 BUYERS' GUIDE
to radio and tv station programing

Key to new opportunities in the tv and radio markets of America

The 1957 Buyers' Guide serves the exceedingly important function in helping you adapt your advertising and merchandising needs to the programing climate of the radio and tv markets and stations you select. For it catalogues the local programing of 2676 radio stations and 515 television stations and enables you to tell at a glance the programing character, audience interests, facilities and services of the individual stations. In addition, your opportunities for using these media are further enhanced by having complete lists of stations appealing to specific groups or interests, needs and tastes. On page 14 you will find just a few typical ways time-buyers use the BUYERS' GUIDE to take full advantage of the practical information it furnishes. There are many others. Television's fast tempo and radio's new values make the station's programing pattern, as detailed in the BUYERS' GUIDE, of key importance to the advertising man.

Complete index to Buyers' Guide contents on page 5

Published annually by
SPONSOR SERVICES INC.
President, **Bernard Platt**
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Art Director, **Phil Franznick**
Advertising Production, **Jean L. Engel**

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LOOK! ZIV

NO. 1 NO. 2 NO. 3 NA

IN TWO CONSECUTIV

"HIGHWAY PATROL"

Starring BRODERICK CRAWFORD

NATIONALLY NO. 1 SYNDICATED PROGRAM

PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

"The Man Called X"

Starring BARRY SULLIVAN

NATIONALLY NO. 2 SYNDICATED PROGRAM

PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

"I LED 3 LIVES"

Starring RICHARD CARLSON

NATIONALLY NO. 3 SYNDICATED PROGRAM

PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

SHOWS RATE

TIONALLY!

PULSE* REPORTS!

*TELEPULSE MULTI-MARKET SURVEYS

AUG. 1956	SEPT. 1956
22 - MARKET AVERAGE	22 - MARKET AVERAGE
17.8	17.9
14 - MARKET AVERAGE	14 - MARKET AVERAGE
16.8	17.8
21 - MARKET AVERAGE	19 - MARKET AVERAGE
16.1	17.3

NOW! READY!

ZIV'S NEXT BIG RATING WINNER!

"MEN OF Annapolis"

STARRING THE U.S. MIDSHIPMEN AND TOPFLIGHT HOLLYWOOD STARS

ZIV Television

HURRY!

Write or phone todc for o pulse quickenir oudition of our newe roting winner "MEN C ANNAPOLIS"!

YOUR

buyers' guide

FOR THE FASTEST AND BEST NEWS PROGRAMMING IS

FOR NEWS OF THE WORLD AND NATION

FOR THE LATEST WEATHER, SPORTS AND MARKETS

FOR FEATURES ON WOMEN, FARMING AND SCIENCE

•

THE ASSOCIATED PRESS

ACCURATE • DEPENDABLE

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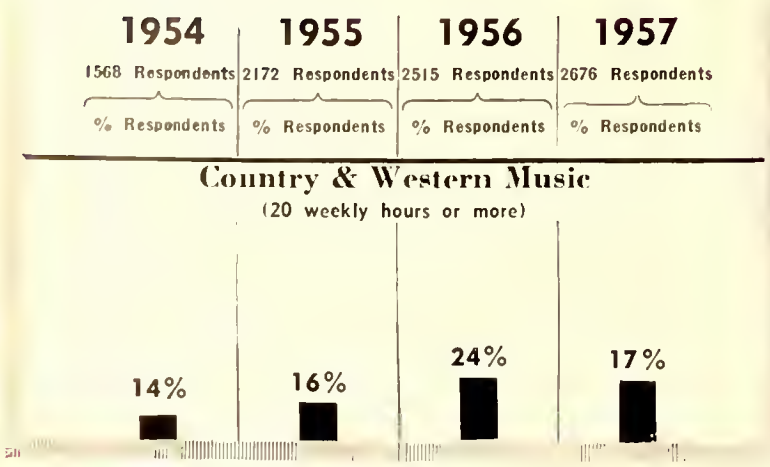
radio trends

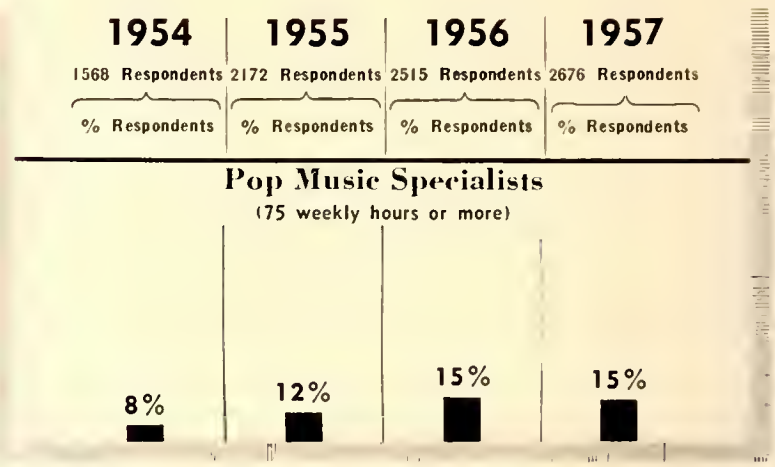
1954: 1568 Radio Station Respondents

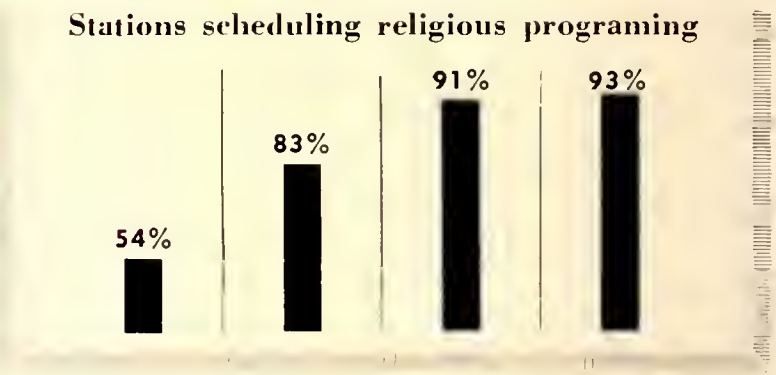
1955: 2172 Radio Station Respondents

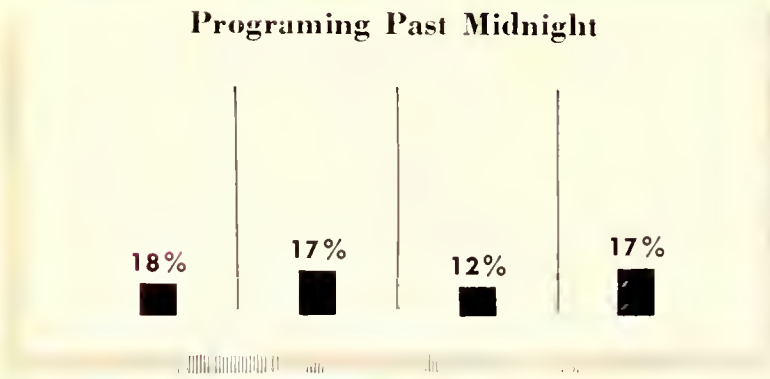
1956: 2515 Radio Station Respondents

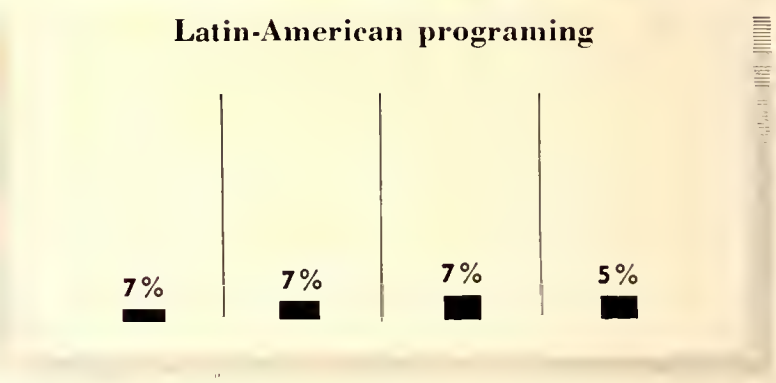
1957: 2676 Radio Station Respondents

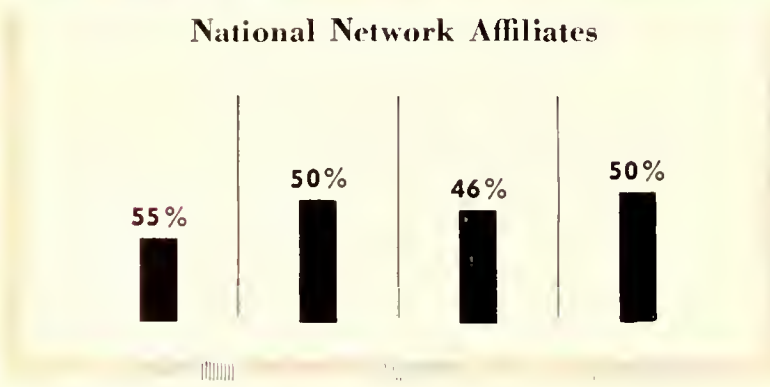


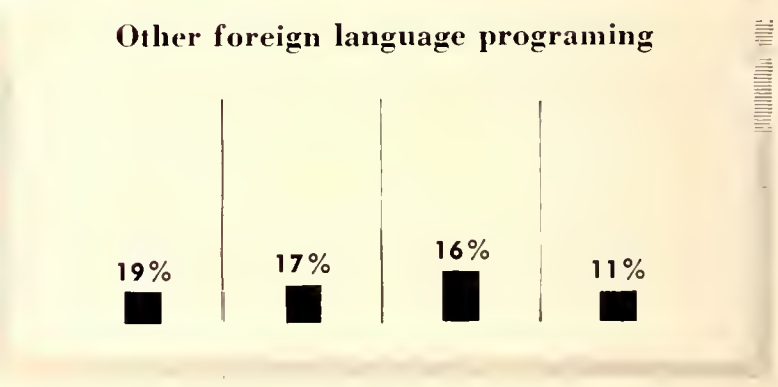


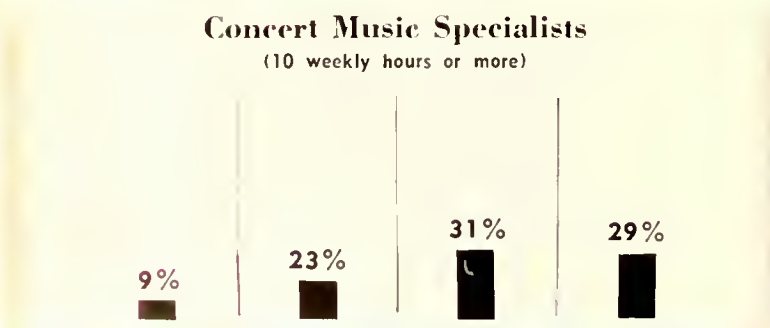


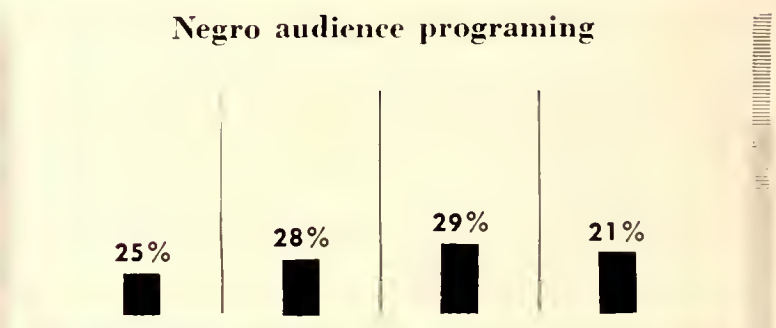


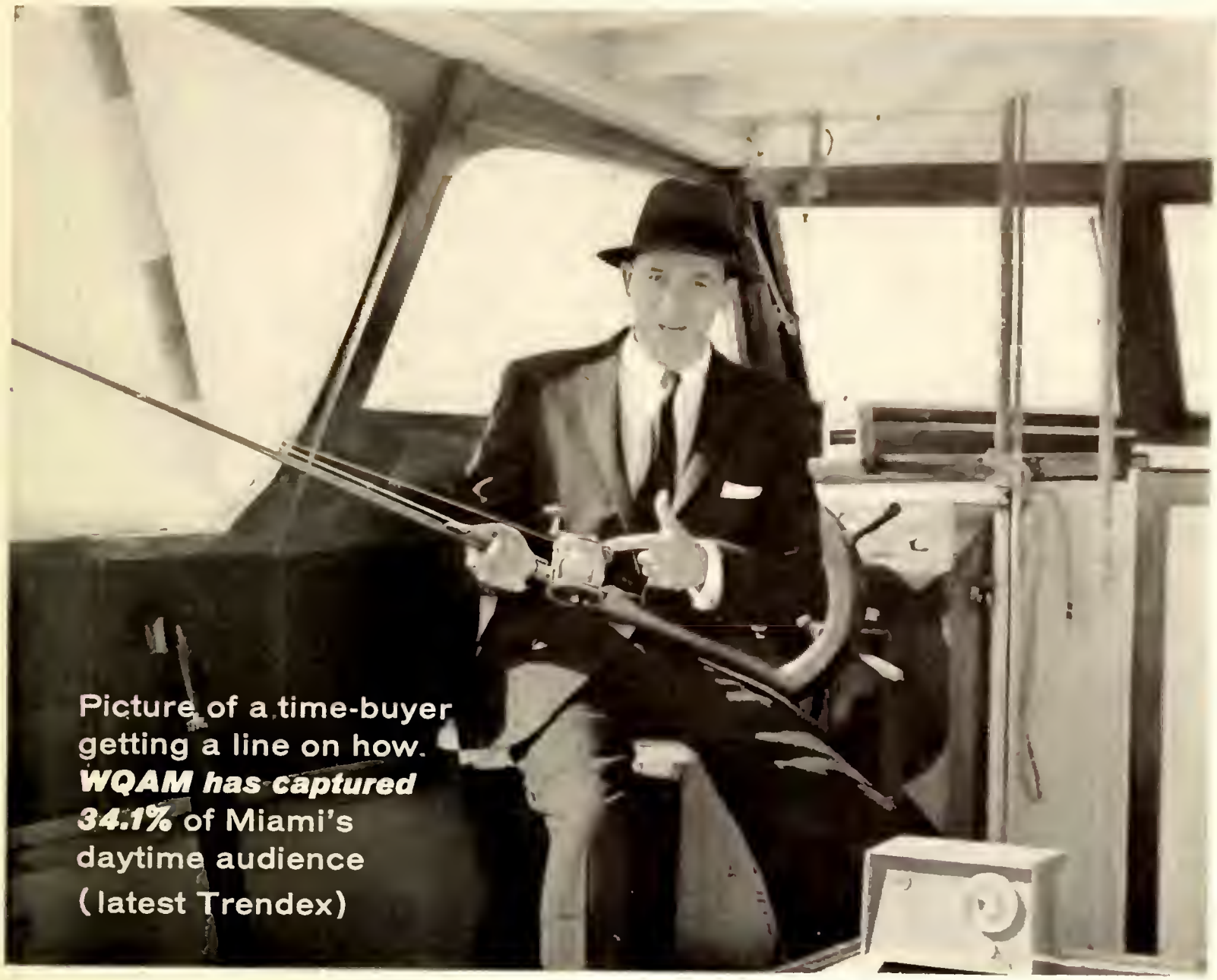












First Hooper, Now Trendex!

WQAM	**34.1%**
Station "A"	15.0%
Station "B"	8.8%
Station "C"	8.5%
Station "D"	5.6%
Station "E"	5.3%
Station "F"	4.6%
Station "G"	3.5%
Station "H"	3.5%
Others	10.8%

(Latest Trendex)

7 a.m.-6 p.m.-Monday-Saturday

Each month, each report adds proof upon proof of WQAM's rapid take-over of Miami listening. First it was Hooper showing WQAM way out front with 30.1% of the audience*. Now the newest Trendex gives WQAM 35.4% share of audience in the morning, 33.1% in the afternoon—for an all-day average of 34.1%!

All this has been accomplished without so much as a single give-away and without a single contest which required participants to be tuned in in order to win.

Observing these developments, time-buyers, both on the scene, and out-of-town, are fishing in WQAM waters for sales — and landing them. Get your own line on Southern Florida from a BLAIR man . . . or WQAM General Manager JACK SANDLER.

**Hooper, Jan.-Feb., 1957—7 a.m.-6 p.m., Mon.-Fr*

WQAM

Serving all of Southern Florida with 5,000 watts on 560 kc.

MIAMI

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ,
President

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

Famous on the local scene..

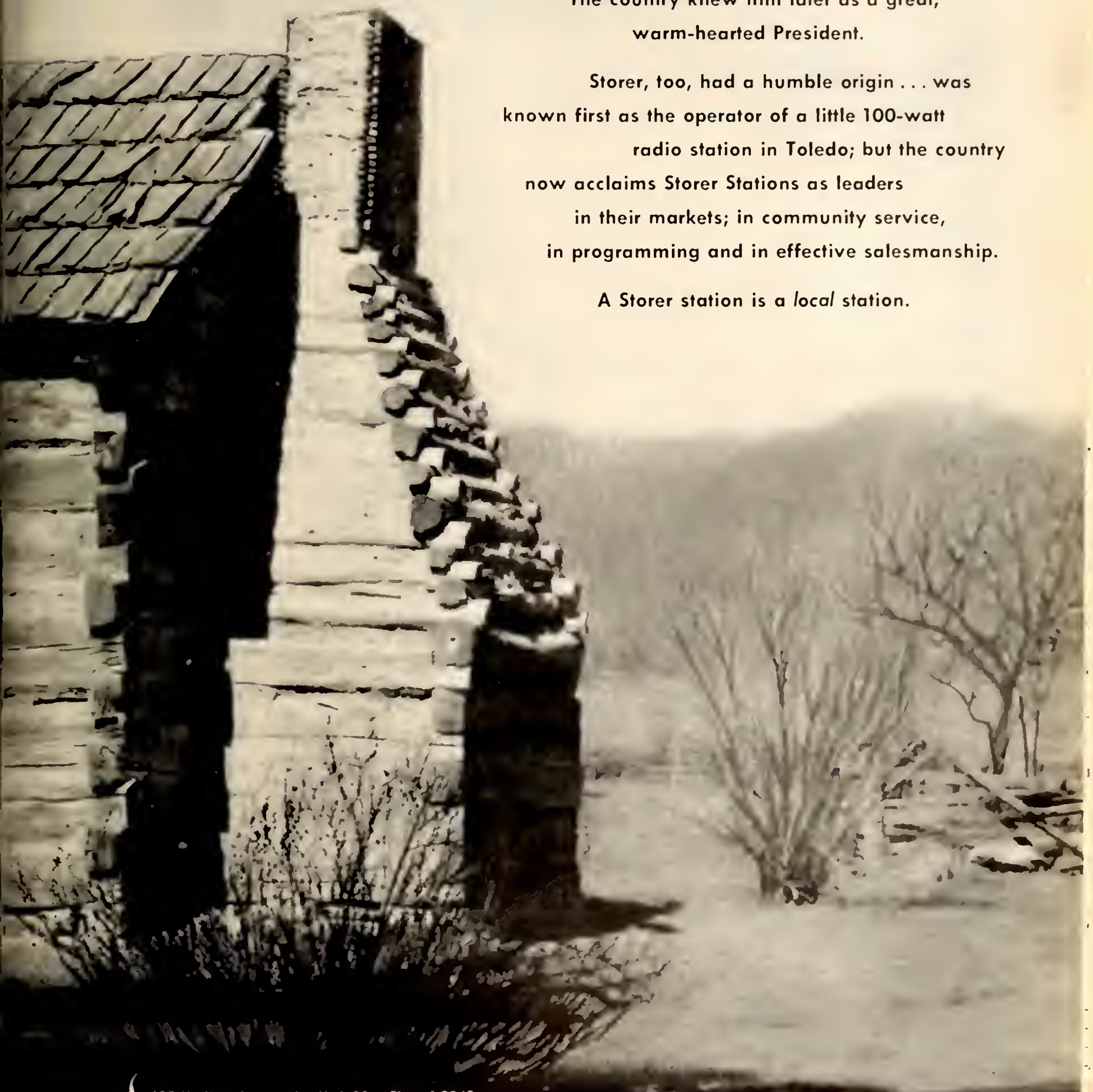
STORER BROADCASTING COMPANY

STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio
WJW-TV Cleveland, Ohio
WJBK-TV Detroit, Mich.
WAGA-TV Atlanta, Ga.
WBRC-TV Birmingham, Ala.
KPTV Portland, Ore.
WGBS-TV Miami, Fla.

WSPD Toledo, Ohio
WJW Cleveland, Ohio
WJBK Detroit, Mich.
WAGA Atlanta, Ga.
WBRC Birmingham, Ala.
WWVA Wheeling, W. Va.
WGBS Miami, Fla.

yet known throughout the nation.



The folks at Knobs Creek, Ky., first knew Lincoln as a boy who lived in this cabin. The country knew him later as a great, warm-hearted President.

Storer, too, had a humble origin . . . was known first as the operator of a little 100-watt radio station in Toledo; but the country now acclaims Storer Stations as leaders in their markets; in community service, in programming and in effective salesmanship.

A Storer station is a *local* station.

SALES OFFICES
625 Madison Avenue, New York 22 • Plaza 1-3940
LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498
GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8687

The Champ Is Still Champ!

4 OF 5 TOP NIGHT-TIME SHOWS

You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. '56, A. R. B.)

CHAMP IN THE DAY-TIME, TOO!

16 of top 25 week-day strips . . . including Buckskin Bill, whose top rating is a full 7 points above the No. 2 daytime show. If you want a breakdown. . . .

8 OF 10 TOP MORNING SHOWS

and 8 of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.

6 WINNERS IN NATIONAL CONTESTS

WAFB-TV is taps in merchandising, too. Four firsts, one second, and one "tap four" in these shows; 1956-57 "Frank Leahy Show" . . . "The Millionaire" . . . "Screen Gems Programs" . . . "Lucy Show" . . . 1956 Billboard Promotion . . . 1955-56 "Frank Leahy Show" . . . six more reasons for you to sell more in Baton Rouge on WAFB-TV.

WAFB-TV

CBS ABC

First in TV in Baton Rouge

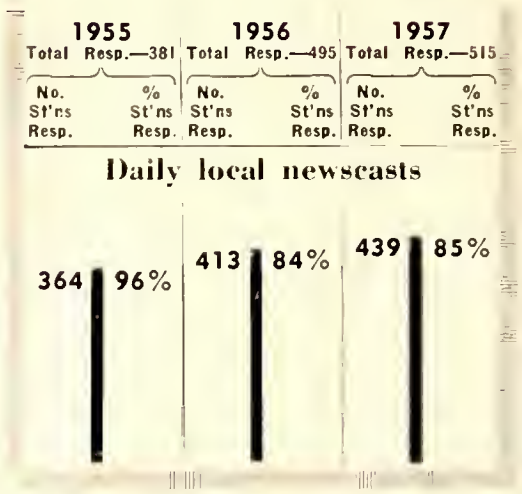
Reps: Blair TV Assoc.

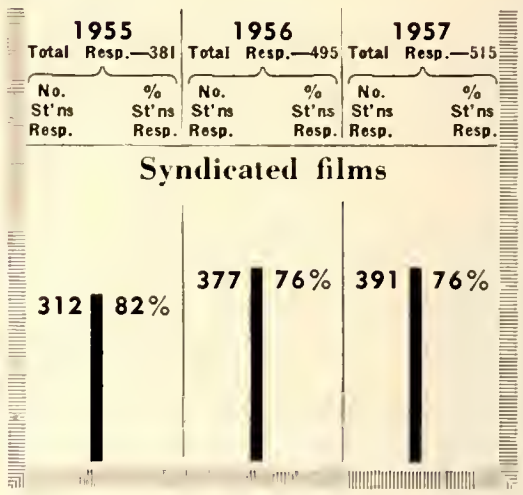
television trends

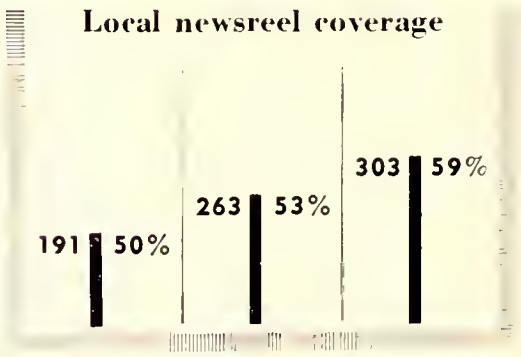
1955: Questionnaires totaled 381

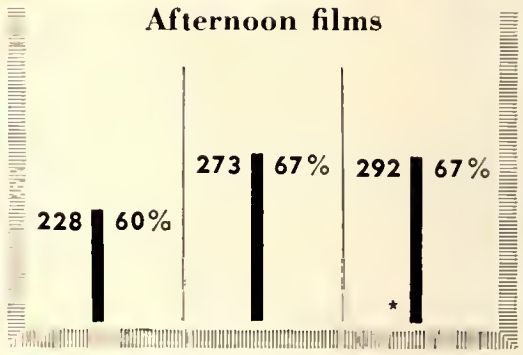
1956: Questionnaires totaled 495

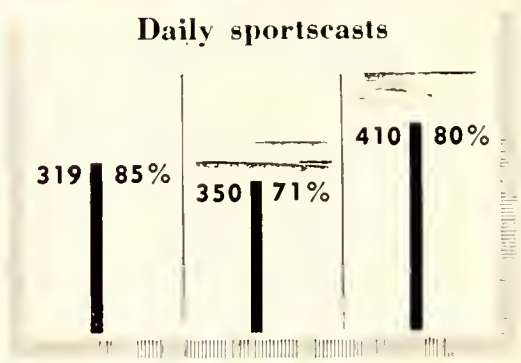
1957: Questionnaires totaled 515

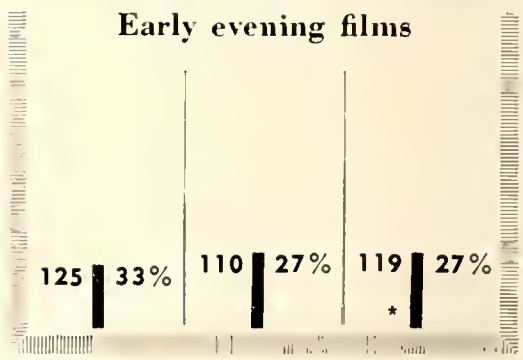


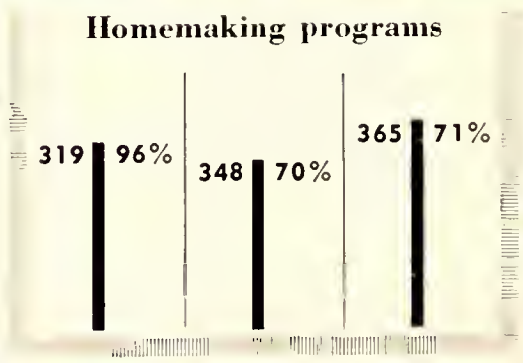


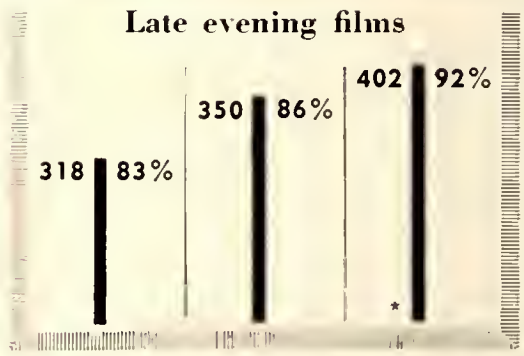


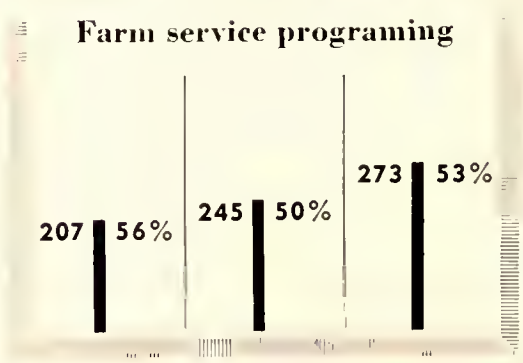


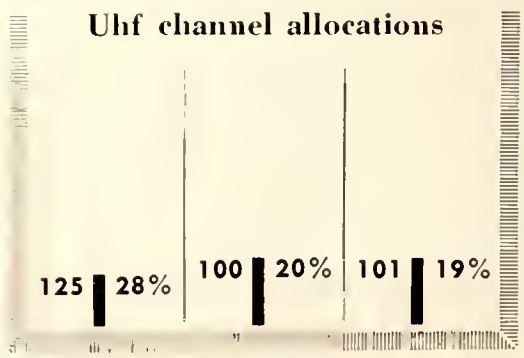












*Based on number of stations reporting feature film.

PHONE 74-5711

WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

101 COURT STREET, SYRACUSE 8, NEW YORK

MGM Star Theatre made its debut on our station February 8, at 11:15 P. M. This initiated a series that includes nine great films every week; nightly at 11:15, a late show following the Saturday night presentation and every Sunday from 2 until 4:30.

The advance rating by Trendex is now available for the first two performances.

These figures are even more dramatic when you realize that they are averages only and do not show the even higher saturation we must have had during some portions of the two telecasts. Participations in the evening telecasts and full rights of the Sunday afternoon performances are available. Commercial Manager Fred Menzies or the Katz Agency will be pleased to supply you with further information.

Cordially,

Paul Adanti

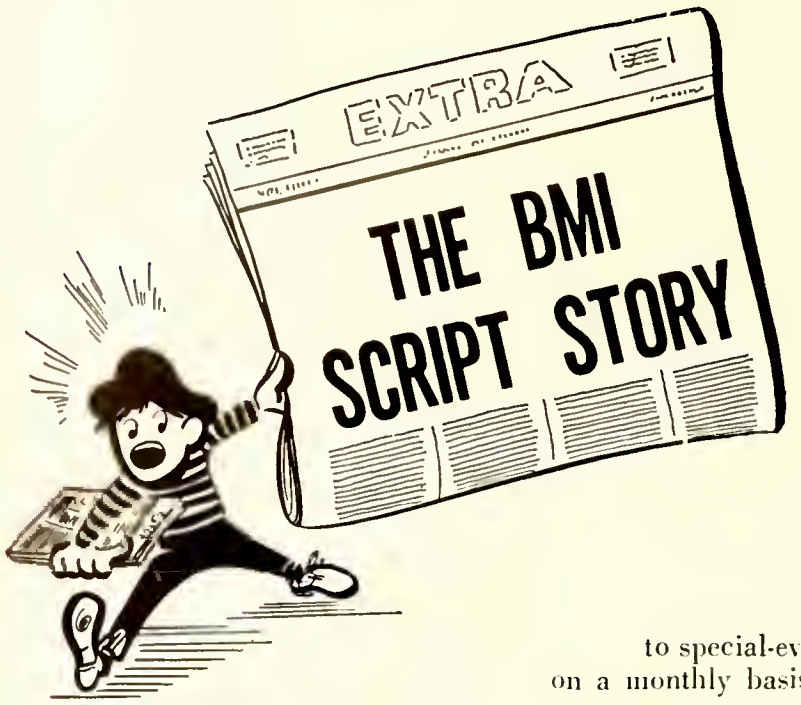
Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix

WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse



SIX COMPLETE BMI PROGRAM PACKAGES

Broadcasters are now receiving six important program scripts from BMI on a regular basis. These scripts are filling a vital role in the daily programming logs of stations in every section of the country.

BMI scripts, ranging from daily five-minute shows to special-event programs of all types, are mailed to BMI-licensed stations on a monthly basis. They are written for commercial use and tailored to the needs of all types of broadcast operations.

BMI scripts are perfectly suited both to the station with a small staff, limited facilities and curtailed budgets, as well as to the large operation with full orchestra and complete program staff.

THE AMERICAN STORY

Newest of the BMI scripts . . . prepared by BMI in association with the Society of American Historians. Each fifteen-minute program consists of a single narrative written by an outstanding American historian, expert in the period or subject. Here are the fascinating and inspiring stories of our country from the age of discovery to the age of the atom. Top prestige programming.

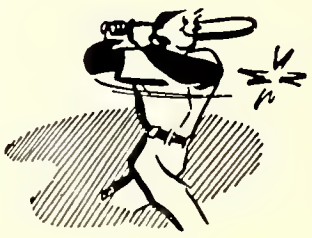
THE BOOK PARADE

Sparkling 15-minute scripts written by the most prominent of literary figures. This series is being hailed as "a conspiracy against ignorance" and has skyrocketed into national prominence. Another BMI script for top prestige programming.

MILESTONES

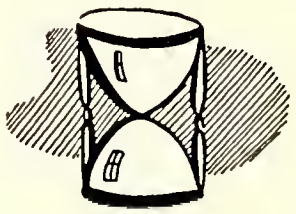
Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.

STORIES FROM THE SPORTS RECORD



Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the baseball diamond, in the prize ring, on the gridiron and elsewhere. . . . A complete script package available three times weekly as a 15-minute presentation.

ACCORDING TO THE RECORD



Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show. . . . Highly commercial. . . . Available 7 times per week for 52 weeks. *Now in its 13th successful year.*

MEET THE ARTIST

Behind the scenes . . . three-a-week 15-minute scripts loaded with factual biographical material about recording artists in the public favor. Fills a vital need in areas where such data is not easily available. Highly commercial.

BMI makes no charge to its licensees for this program service. Each script is designed as a practical program and its use for commercial sale is encouraged.

Your program manager is receiving all of the BMI program scripts. Put them to work. If your script packages are not being received, write immediately to BMI Stations Service Department.

BROADCAST MUSIC, INC.

589 Fifth Avenue
New York 17, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

SECTION 1

RADIO MASTER DIRECTORY

JEREMY SPRAGUE *Media Buyer, Cunningham & Walsh, New York*

"Whenever specialized programing is desired, the BUYERS' GUIDE is a handy central reference which eliminates the need for time-consuming phone calls."

MARGIE THOMAS *Timebuyer, Doremus & Co.*

"BUYERS' GUIDE is an extremely valuable tool for the busy timebuyer. It's a great asset to me in determining the programing analysis of a station—a 'must' for our Wall Street clients."

JEROME M. SACHS *Timebuyer, Doyle-Dane-Bernbach, New York*

"I keep my copy of the BUYERS' GUIDE right by my side, along with all my other important reference books. I use my BUYERS' GUIDE as a supplement in solving any problem."

HOW
TIMEBUYERS

USE THE BUYERS' GUIDE

TOM HARDY *Timebuyer, Donahue & Coe, New York*

"The BUYERS' GUIDE is the buyers' handbook—the best available reference book for clear, concise information on specialized programing."

LEE OAKES *Media Supervisor, Richard K. Manoff, New York*

"I keep the BUYERS' GUIDE handy on my desk at all times. I find it a very handy tool for pre-determining markets to be used for specialized audiences."

GEORGE ANTHONY *Media Director, Stromberger, LaVene, McKenzie, Los Angeles*

"We use the BUYERS' GUIDE to good advantage—especially when a client is interested in some specialized market such as programing to reach the Spanish-speaking population, western music programing to reach audiences who like that type of music. It serves as a quick-reference guide to the 'editorial climate' of stations and enables us to get a picture of programing in a hurry from one central source."

ALABAMA

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALBERTVILLE	WAVU*	630	500-D					21	7	13	10	9	5•	1	18			AP,W
ALEXANDER CITY	WRFS*	1050	1kw-D	KBS	Sears & Ayer			30	6	12	7	13	3•	4	5		10	I P
ANDALUSIA	WCTA*	920	5kw	MBS	Best	4		30	1	1	10	70	2•	1	2		3	AP I
ANNISTON	WHMA*	1450	250w	ABC	Sears & Ayer	x		20	6	7	9	23	9•	5	1		3	I P
	WSPC	1390	5-D,1-N	MBS	Walker	9		30	10	25	8	21	3•	3	5		5	AP,St
ATHENS	WJMW	730	1kw-D					15	2	31	5	x	2•	3	3		3	AP
AUBURN	WAUD	1230	250w	ABC		5		56	7	15	10	13	10•		x		15	AP
BESSEMER	WBCO	1450	250w		Dora-Clayton			x	x	x	6	10		6			126	
BIRMINGHAM	WAPI*	1070	10-D,5-N	NBC	Blair	6		54		9	7	10	3•	2	3		2	AP
	WBRC	960	5kw	CBS	Katz	8		25	2	12	2	19	5•	3	2			AP St
	WCRT	1260	1kw-D					70	14			3	1					I P,St
	WERD	1220	1kw-D		Pearson						24	8	1	3			84	I P
	WILD	850	10-D,1-N	MBS	Weed	4		75		26	4	12	14•		½			I P,I.W
	WJLD*	1400	250w		Rambeau			60				3	x	6			132	I P
	WLBS	900	1kw-D					6		24	21	3	1•					I P
	WSGN	610	5-D,1-N	ABC	V.R.&McC.	3		90		10	7	10	4•					AP
	WVOK	690	50kw-D		Radio-Tv Reps.			10		70	8	3			2		2	I P
BREWTON	WEBJ	1240	250w	K,M	Best	8			5	12		24	3			—	—	AP
CULLMAN	WKUL	1340	250w	K,M				21		45	12	17	x•	2	3			I P
DECATUR	WAJF	1490	250w					98			3	13	8•		1		18	I P
	WHOS*	800	1kw-D		Thos. Clark			36	14	24	8	10	12•	3	2		3	AP;T.W
	WMSL	1400	250w	K,M	Dora-Clayton	4		24	5	36	12	13	16•	1	3		5	AP
DOTHAN	WAGF	1320	1kw	NBC	McGillvra	9		52	3	14	8	13	2	3	3			AP
	WDIG	1450	250w	ABC	Best	9		9				3	1		18		9	T
	WOOF	560	5kw-D		Thos. Clark			9		17	13	9	2		2		7	AP
EUFAULA	WULA	1240	250w					44	8	26	12	x	2•		4		7	I P
FAYETTE	WWWF	990	1kw-D	KBS	Best			29		20	6	10	8•	5	3		3	I P
FLOMATON	WTCB	990	500-D		Best			36	2	32	10	10	8•	3	9		6	I P
FLORENCE	WJOI	1340	250w	MBS		9		50		14	6	15	5•		2		7	
	WOWL	1240	250w	ABC	Rambeau	5		36	4	9	15	11	16•	4	1		7	AP
FOLEY	WHEP	1310	1kw-D					42	3	14	4	15	3•	4	8	2		AP;T
FORT PAYNE	WFPA	1400	250w		Best					90	36							
	WZOB	1250	1kw-D	KBS				20	4	20	6	12	3	3	2			I P;T
GADSDEN	WETO	930	1kw-D	KBS	McGillvra			10		40	21	8	5•	x	10		10	I P
	WGAD	1350	5kw	ABC	Rambeau	3		17		24	4	32	3•	1	5		7	AP;W
GENEVA	WGEA	1150	1kw-D		Continental			39	4	28	10	11	2•	6	5		7	AP;W
GREENVILLE	WGYV	1380	1kw-D		Best			30	8	30	12	10	1•	6	6		7	I P
GUNTERSVILLE	WGSV	1270	1kw-D	KBS				20	4	20	12	13	4•	2	6			I P
HALEYVILLE	WJBB	1230	250w	MBS	Dora-Clayton	7		48		16	11	25	27•		11			I P
HAMILTON	WERH	970	5kw-D	KBS	Best			11	½	34	10	20	2	2	5		4	I P;Se
HOMEWOOD	WEZB	1320	1kw-D					84			1	7					10	I P
HUNTSVILLE	WBHP	1230	250w	K,M		9			10	8	6	3	2•		2		4	I P
	WFUN	1450	250w		Sears & Ayer			76	7	20	5	7	x•	1	2		6	I P
	WHBS	1550	5-D,500-N	ABC		7		28		26		7	4•	3	5			AP
MARION	WJAM	1310	1kw-D					41	2	23	6	13	3•	1	2		16	AP
MOBILE	WABB	1480	5kw	ABC	Branham	5		58	15	2		18	2•		2			I P
	WKAB	840	1kw-D	MBS	Forjoe	4		20		50	7	14	10				12	AP
	WKRG*	710	1kw	CBS	Avery-Knodel	8		24	4	8	4	23	2•	3	2			AP
	WMOZ	960	1kw-D		Pearson			14	6		6	x	2	3			93	I P
MONROEVILLE	WMFC	1220	250-D	KBS	Best			41		10	3	½	1•		2		6	AP
MONTGOMERY	WAPX	1600	1kw	A,M	Walker	8		70	3	3	6	9	6•	4	6		3	AP;St.W
	WBAM	740	50k-D		Radio-Tv Reps			6		38	9	3	1	5	11			I P
	WCOV	1170	10kw	CBS	Raymer	9		32	3	7	4	12	8•	1	3		9	I P
	WMGY	800	1kw-D					58	2		3	7	1		3			I P
	WRMA	950	1kw-D		McGillvra			46			35	3	1	4	3		87	AP
	WSFA	1440	5-D,1-N	NBC	Headley-Reed	6		36			5	14	3					AP
MUSCLE SHOALS	WLAY	1450	250w		Best			62	9		7	17	8•	6	4		3	I P
ONEONTA	WCRL	1570	250-D	KBS				25		13	20	9	6•	2	6			AP;T.W
OPELIKA	WJHO	1400	250w	K,M	Indie Sales	6	¼	45	5	20	7	13	8•		2		5	I P;W

radio symbols

* am station with fm affiliate
‡ fm station
D-Daytime power
N-Night power
• local sports covered

† Latin-American programing included in foreign language total
X-category claimed, but hours unspecified

categ ry nclaimed
SERVICES: AP—Ass ciated Press, BN—Broadcast News, BUP—Brit'sh United Press, INS—Internati nal News Service, UP—United Pr s, A A ated Pr gram Se e. C—C it l. LW Lane-W th, S Sesac, St—Standard, T—R Thesaur s, W—W rld.

ALABAMA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
PP	WAMI	860	1kw-D	....	...	.	...	25	....	20	15	7	1	½	6	..	2	UP
HENIX CITY	WPNX	(See COLUMBUS, GA.)																
RICHARD	WAIP	1270	1kw-D	.....	Walker		.	24	3	31	5	3	2	3	....	...	....	AP
USSELLVILLE	WWWR	920	1kw-D	KBS	Best		....	28	....	10	x	9	2	2	1	...	....	UP
COTTSBORO	WCRI	1050	250-D	.....		2		27	4	20	6	8	4•	2	4	..	4	AP;T
ELMA	WGWC	1340	250w	CBS	Holman	9		60	2	30	5	10	5•	1	1	....	20	UP
	WHBB	1490	250w	K,N				25	8	10	5	15	4•		2	....	5	.....
LACAUGA	WFEB	1340	250w	MBS	.	6	...	53	..	13	10	5	3•	3	4	....	3	UP
	WMLS	1290	1kw-D	.....				25		14	6	7	3		2	....	6	AP
ALLADEGA	WHTB*	1230	250w	MBS	Continental	4	..	37	9	37	10	10	1•	2	2	....	60	AP
ALLASSEE	WTLS	1300	1kw-D	.....			.	24	6	24	7	7	2•	2	2	....	6	AP
HOMASVILLE	WJDB	630	1kw-D	KBS	Dixie, St.		....	50	3	30	6	9	3	....	6	....	6	UP
USCALOOSA	WJRD	1150	5kw	NBC	Rambeau	7		60	5	15	6	45	15•	3	2	....	....	UP
	WNPT	1280	5kw	ABC	Indie Sales	6	.	20	10	30	3	14	x•	..	2	..	5	AP
USCUMBIA	WVNA	1590	5kw-D	.....	Devney			66	4	10	6	3	1•	3	3	....	6	UP;T
USKEGEE	WTUS	580	500-D	KBS		.	..	66	..	..		6	2•			....	....	UP
EST POINT	WRLD*	1490	250w	ABC	Thos. Clark	6	....	20	8	11	7	10	8•	....	¼	....	8	AP;T

INFORMATION: Anniston, WANA; Atmore, WATM; Birmingham, WAFM, WJLN; Carrollton, WRAG; Clanton, WKLF; Cullman, WFMH; Demopolis, WXAL; Enterpri IRB; Gadsden, WGWD; Jackson, WPBB; Jasper, WWWB; Mobile, WALA; Ozark, WOZK; Piedmont, WPID; Roanoke, WELR; Scottsboro, WROS; Troy, WTBF scaloosa, WTBC; Wetumpka, WETU.

MBOLS: * am-fm station; ‡ fm station; D—daytime power; N—night power; • local sports covered; † Lat. Amer. included; x figure unspecified; .... category unclaime

ARIZONA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
SBEE	KSUN	1230	250w	MBS	.....	4	....	25	6	4	6	13	11•	....	x	....	....	UP;Se,T
DUGLAS	KAWT	1450	250w	K,M	Best	6		60	7	5	15	18	12•	3	2	....	....	UP;LW,W
AGSTAFF	KCLS	600	5kw	NBC	..	5	.	46	12	12	4	10	7•	1	2	10	....	AP;T
	KVNA	690	1kw	MBS	McGillvra	6	1	78	9	4	4	19	6	.	....	4†	....	AP
OBE	KWJB	1240	250w	NBC	Raymer	8		3	3	3	3	2	½	½	.	4†	....	...
OLBROOK	KDJI	1270	1kw-D	KBS	Best	2		32	2	9	4	6	6•	4	2	12†	.	UP;LW,Se
NGMAN	KAAA	1230	250w	.....	.			x	x	x	3	9	3•	3	1	1†	....	AP
ESA	KTYL*	1310	1-D,500-N	.....	.....			84	2		3	6	1•	½	10	2	4	UP;St
GALES	KNOG	1340	250w	CBS	Best	10		58	5		1	11	2•			10†		.....
OENIX	KIFN	860	1kw-D	.. ..	Natl Tm: Oakes		..	..	...	.	2	5		5	.	70†	.	UP
	KONI*	1400	250w	.....	Webb			120		.		x				1	..	INS
	KOOL	960	5kw	CBS	AM Radio Sales	11	6	113	22	½	2		3•	½	1			UP
	KOY	550	5kw	MBS	Blair	3	6	73	5	16	4	27	2•	x	2			UP
	KPHO	910	5kw	ABC	Katz	5	6	55	2	1	6	22	3•	3	3			UP;A
	KRIZ	1230	250w	.....	Burn-Smith		6	122	3	22	3	12	x			2†		UP
	KRUX	1340	250w	.....	Young		6	102	.		1	12	1		2	..	...	UP
	KTAR	620	5kw	NBC	Raymer	8		60	2	.	5	21	2•	10	3	.	....	AP;C,St,T
CSON	KCNA	580	5-D,500-N	ABC	Gill-Perna	5	.	35	1	60	1	8	1	1		...		AP
	KEVT	690	250w-D	..	Natl tm: Oakes		.	68	6	11	5	4	1	3	.	85†	.	Se
	KOPO	1450	250w	CBS	AM Radio Sales	12	1	24	15	12	3	15	5•		.		..	AP
	KTKT	1490	250w	.....	Forjoe		.	112		12	2	3	x		.			UP
	KTUC	1400	250w	MBS	Blair	5	6	12	18	12	6	22	6•	6	1	½		UP;Se,W
	KVOA	1290	1kw	NBC	Raymer	5		86	3	½	7	18	2	½	1	22†		UP;C
NSLOW	KVNC	1010	1-D,500-N	MBS		7		50	5	7	6	24	3•	2		5†		AP,UP
MA	KOLD	1240	250w	KBS			2	140	35	20	3	15	14•		3	14†		INS
	KYMA	1400	250w	MBS	Radio-Tv Reps	10	½	70			4	29	17•	5	2	7†		AP;Se,W

INFORMATION: Clifton, KCLF; Coolidge, KCKY; Prescott, KYCA; Safford, KGLU; Yuma, KYUM.

ARKANSAS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ARKADELPHIA	KVRC	1240	250w	MBS	Best	x		23	1	31	14	11	2•	2	14		21	AP;W
BATESVILLE	KBTA	1340	250w	K,M	Best	9		30		20	7	13	2•		3			AP;W
BLYTHEVILLE	KLCN*	910	5kw-D		Pearson			40	3	21	x	7	5		12			AP
CAMDEN	KAMD	1450	250w	MBS		8		10		2	2	x	1•	2	1			AP;W
CROSSETT	KAGH	1310	250w		Bogner & Martin	10		14	4	25	3	x		3	7		4	AP
EL DORADO	KDMS	1290	1kw-D		Best; D-C			25	3	19	5	2	2•		2		3	UP;T
FAYETTEVILLE	KGRH	1450	250w	MBS	Walker	7		40	3			9	2•	3	2		3	AP
FORREST CITY	KXJK	950	5kw-D	KBS	Best			23	6	18	5	9	3	5	2		6	UP;LW
FORT SMITH	KFPW	1230	250w	CBS	Avery-Knodel	8		25	2	5	1	40	1•				3	AP,UP
	KTCS	1410	500-D					55	5	10	3	8	1		2			UP
	KWHN	1320	5kw		Rambeau				11	23	13	15	15•	1	2			AP
HARRISON	KHOZ	1240	250w					36	13	19	10	15	3•	6	5			UP;T
HELENA	KFFA	1360	1kw	MBS	Best	8		24	3	10	7	12	x•		6		15	AP;C,T
HOT SPRINGS	KBHS	590	1kw-D		Sears & Ayers			49	4	5	10	11		3	2		1	UP
	KBLO	1470	1kw-D		Indie Sales			44		33	10	8	2•	5	2		2	AP
	KWFC	1350	1kw	A,M	V,R&McC	6		30	5		6	15	3•	4	1		6	AP
JONESBORO	KBTM*	1230	250w	K,M	Burn-Smith	4		41	4	10	9	18	9•	2	6		½	AP;W
	KNEA	970	1kw-D		Gill-Perna			52	1	16	2	4	3•	x	2			UP;T
LITTLE ROCK	KARK	920	5kw	NBC	Petry	6		40	7	17	14	15	2	3	5			AP,UP
	KGHI	1250	1kw		Burn-Smith		1	112				15	10•					UP;W
	KLRA	1010	10-D,5-N	ABC	Raymer	x	x	39	6	17	7	17	1•	1	5			AP;St
	KTHS	1090	50kw	CBS	Branham	9		23	1	12	4	13	1	1	5		5	AP
	KVLC	1050	1kw-D		R. O'Connell; Radio-Tv Reps			63	9	12		11	½					AP
	KXLR	1150	5-D,1-N		Pearson			88				12	½		2		18	AP
MAGNOLIA	KVMA	630	1kw-D	MBS	Pearson	2		44	4	15	5	29	7	3	3		5	AP;W
MALVERN	KBOK	1420	1kw-D	KBS	Devney			27	5	17	8	7	1•	2	1		3	AP
McGEHEE	KVSA	1220	1kw-D		Best			36	4	18	5	10	x•	1	3		6	AP;C
MENA	KENA	1450	250-D	KBS	Best			70		20	1	12	3•	1	2			AP
MONTICELLO	KHBM	1430	1kw-D		Continental			17	5	27	7	11	4•	4	7			UP;Sc
MORRILTON	KVOM	800	250-D					24		20	5	7	6•	3	5			AP;C,St
MOUNTAIN HOME	KTLO	1490	250w	KBS	Best			8	8	18	4	12	3•	1	6			UP;W
NEWPORT	KNBY	1280	1kw-D					20		16	10	15	2	¼	1		5	
OSCEOLA	KOSE	860	1kw-D	KBS	Best			46	8	5	5	12	4	5	6			AP;W
PARAGOULD	KDRS	1490	250w					51	5	6	22	12	1•	2	10			AP
PINE BLUFF	KCLA	1400	250w		Best			70	2	22	7	10	x•				10	AP
	KOTN	1490	250w	MBS		5		62	13	22	4	16	15		6		18	AP;T,W
POCAHONTAS	KPOC*	1420	1kw-D	KBS				6		3	6	13	4	6	10			AP;W
ROGERS	KAMO	1390	1kw-D		Best			56	1	17	5	10	5•	2	4			UP;C,T
SEARCY	KWCB	1300	1kw-D	KBS	Best			41		20	14	9	4•		3			AP
SILOAM SPRINGS	KUOA*	1290	5kw-D	MBS	Dora-Clayton	4		13	11	4	12	17	6•		5			AP;LW
SPRINGDALE	KBRS	1340	250w	ABC		6		35	6	10	15	13	8•	5	10			AP
STUTTGART	KWAK	1240	250w	MBS	Best	4		34		13	8	14	5•	1	12			AP;St,W
TEXARKANA	KCMC*	1230	250w	ABC	V,R&McC	8		42	1	8	3	29	10•	1	6			AP
	KTFS	1400	250w	KBS	Indie Sales			76	2	9	7	11	2•	3	3		3	UP;W
WALNUT RIDGE	KRLW	1320	1kw-D					56	2	15	7	3	2		2			UP;T
WARREN	KWRF	860	250-D		Best			20	5	12	5	7	x•	4	3		3	AP;W

NO INFORMATION: Benton, KBBA; Camden, KPLN; Conway, KCON; El Dorado, KELD; Forth Smith, KFSA; Hope, KXAR; Mammoth Spring, KAMS; Russellville, KXLR; Texarkana, KOSY.

CALIFORNIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALTURAS	KCNO	570	1kw-D		Best			25	7	19	3	2	x•		1			UP;C,St
ARCATA	KENL	1340	250w		Grant			90	35		7	12	7•		10			AP;St
AVALON	KBIG	740	10kw-D		Weed			100				7	x	7				AP,UP
BAKERSFIELD	KAFY	550	1kw	MBS		6		62	4	27	10	7	10•	x	4		12	UP
	KBIS	970	1kw		Young		6	122			½	17	12		4			UP;LW
	KERN*	1410	1kw	CBS	Raymer	10		22	2	8	4	17	2	3	3			UP;C
	KGEE	1230	250w	NBC	Hollingbery	4		65			2	9	6•			9=		UP
	KMAP	1490	250w		Forjoe			53	2	36	6	7	20•		2	25+	14	UP
	KPMC	1560	10kw		Burn-Smith;Oakes	9	1	53	2	13	5	24	2		5	7=		UP
	KWSO	(See WASCO)																

CALIFORNIA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANNING	KPAS	1490	250w		Webb			100				12	4•	2	4			UP
ARSTOW	KWTC	1230	250w	ABC		5		84		7	5	26	x•		1	9†		UP
ERKELEY	KRE*	1400	250w		Grant			21	35		23	7				26	8	AP
SHOP	KIBS	1230	250w	KBS	Bdcst Tm Sls			60	5	6	10	10	3	3	1			UP;C,Se
YTHE	KYOR	1450	250w	ABC	Pearson	x		21	13	8	7	18			3	6†	4	UP
RAWLEY	KROP	1300	1kw	ABC	Pearson	11		30		9		24	2•		3			UP
URBANK	KBLA	1490	250w		Webb			150			25	1	4•	1		11†	5	UP;C
ALEXICO	KICO	1490	250w		Cooke-O'Connell		1	21	28	14	4	27	4•	4	7	4†		AP
HICO	KHSL	1290	5kw	CBS	Avery-Knodel	8		45				16	7•	3				UP
	KXOC	1060	10kw	MBS	Branham	8	2	56	3	21	9	21	17•		6			UP;St
DALINGA	KBMX	1470	500-D		Webb			47	1	12	2	7	2•	3	1			UP
ORONA	KBUC	1370	1kw					80		8	10	12	1	x	6	14†		UP
RESCENT CITY	KCRE	1400	250w					31	35	17	x	7	1•	x				AP;St,W
. CENTRO	KXO	1230	250w	MBS	Raymer	7		78	10		7	26	x•		4			UP;St
UREKA	KHUM	1240	250w	CBS	Pearson	8		36	4	7	3	11	6•	x	3			AP;C
	KIEM*	1480	5kw	MBS	Blair	6		64		10	7	22	6•	3	3			UP;McG.
ORT BRAGG	KDAC	1230	250w	KBS		¼		42	10	6	4	11	2•	1	2	1		AP
RESNO	KBIF	900	1kw-D		Weed			70			3	30			1			UP
	KFRE	940	50kw	CBS	Blair	x		15	18		3	19	3•	1	10			UP
	KGST	1600	1kw-D		Forjoe			12	2	31	3	3		2	½	44†	7	UP
	KMAK	1340	250w		McGavren-Quinn			117				11						AP
	KMJ*	580	5kw	NBC	Raymer	7	6	65	3	3	4	25	3•	2	6			AP,UP;W
	KRFM‡	93.7	70kw		Blair				49									
	KYNO	1300	1kw	MBS	Hollingbery	6	1	35		9	9	17	16•			12†		UP;T
ENDALE	KFMU*	97.1	58kw				6	168										
	KUTE‡	101.9	12kw				6	84	84			x						UP
NFORD	KNGS	620	1kw					76	4	6	7	12	6•	1	8	17†		UP;Se
NCASTER	KAVL	1340	250w		Bdcst Tm Sls			70	17	2	6	18	10•	5	3			UP;LW
	KBVM	1380	1kw-D		Young			91				9	5•					AP
DI	KCVR	1570	1kw-D					20	7		35	6		½	½	3	½	UP;St
NG BEACH	KFOX*	1280	1kw		Headley-Reed		6	24			5		5•	10			18	UP
	KGER	1390	5kw	KBS			1	10	8		70	4		x	1		9	AP
	KNOB‡	103.1	320w					22	19		¼							
SES ANGELES	KABC*	790	5kw	ABC	Katz	6	2	64			9	10	2	1				AP
DL	KALI	(See PASADENA)																
A	KBIG	(See AVALON)																
	KBLA	(See BURBANK)																
O	KCBH‡	98.7	75kw					39	45									
DL	KDAY	(See SANTA MONICA)																
N	KFAC*	1330	5kw		Bolling		6		155	2	3	10						AP
ES	KFI	640	50kw	NBC	Christal	7	6	42	8	2	3	21	5	4	5			AP
DG	KFOX*	(See LONG BEACH)																
O	KFWB*	980	5kw		Branham		6	150	3		5	14	8•					AP
	KGER	(See LONG BEACH)																
	KGFJ	1230	250w				6	85	1	½	14	12	2		½	3†	24	UP
	KGIL	(See SAN FERNANDO)																
	KHJ*	930	5kw	MBS	H-R Reps	x		41	4		10	31	3•	3	¼			INS,UP
	KLAC	570	5-D,1-N		Young		6	150			2	14	x					UP
	KMPC	710	50-D,10-N		AM Radio Sls		6	145			3	13	2•		½	1†		AP,INS
	KNOB	(See LONG BEACH)																
	KNX*	1070	50kw	CBS	CBS Radio Spot	9	6	41	33	½	2	17	3•	½	2			AP,UP;LW
C	KPOL	1540	10kw		Keller		6		120		16	5					13	AP;A,LW
	KPOP	1020	5kw-D		Bdcst Tm Sls			55			6	4		3		17†	17	AP
	KRKD*	1150	5-D,1-N		Meeker		6	64	2	10		x	3			21†		INS;W
	KUTE‡	(See GLENDALE)																
	KWKW	(See PASADENA)																
	KWOW	(See POMONA)																
	KXLA	(See PASADENA)																
RYSVILLE	KMYC*	1410	5-D,1-N	MBS	Bdcst Tm Sls	9		30	13		2	26	x•		7			AP;W
	KUBA	(See YUBA CITY)																
NRCED	KWIP	1580	500-D					78			2	12			1	1		AP;St
	KYOS	1480	5kw	K,M	Headley-Reed	6		39	18	12	5	23	11•	1	4	13†		UP
DESTO	KBEE*	970	1kw		Raymer			71		19	11	17	x•		x	15†		UP
	KMOD	1360	1kw	ABC	Meeker	4		65	3	12	7	27	4•	3	3	5†		AP
	KTRB*	860	10-D,1-N					62	5	22	9	16	5•	x	4			UP;St

CALIFORNIA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Rolig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ONTEREY	KMBY	1240	250W	CBS	Pearson	10	.	29	1	3		21	6•			3†		UP
	KXXL	630	1kw		Burn-Smith			87	22			7	4•	x	1			AP;St,T
APA	KVON	1440	500w	—				65			2	5	6•	1	6			AP
EDLES	KSFE	1314	250w	KBS	Continental			40	12	10	3	12	2			1†		INS;T
AKLAND	KLX	910	5kw	.	Weed			50	20		2	15	x•	1				AP;St,W
	KROW	960	1kw	—	Raymer		2	89			8	14	5			3		UP
	KWBR	1310	1kw	—	Forjoe		6	15		½	20	2		6		19†	100	UP
EANSIDE	KSLR	1320	500w	—			.	100	13		2	11	8•	1	1			AP
NTARIO	KOCS*	1510	250-D	—	Best		—	x	x	x	10	5	x			4†		UP
OVILLE	KMOR	1340	250w	KBS	Continental	.	—	—	10	—	2	8	4•	x	2			UP
NARD	KOXR	910	1kw-D	—	.			55	1	5	3	7	3•		1	12†		AP
LM SPRINGS	KCMJ	1340	250w	CBS	Radio-Tv Reps	5	6	84	.	—	2	28	7	5				UP;W
SADENA	KALI	1430	5kw-D	—	—	—	—	—	—	—	20	2		3	½	57†		UP
	KWKW	**1300**	**1kw**	—	Bdcst Tm Sls		2	3	¼	—	6	10	2	5	¼	136†		AP
	KXLA	1110	10kw	—	—	—	6			140	8	14			2			AP;W
TALUMA	KAFP	1490	250w	—	Bdcst Tm Sls			70	3	7		15	3•	2	11	3	.	UP;W
TTSBURG	KECC	990	1kw	—	W. S. Grant			63	3	18	21	12	x•	18	2	5†	3	UP
MONA	KWOW	1600	1-D,500-N	—	.		.	117	—	—	4	3	½•			6†	.	
RTERVILLE	KTIP	1450	250w	A,K	.	x	—	—	—	—		x	x•		6	1†		UP
D BLUFF	KBLF	1490	250w	ABC	.		.	82	14	3	2	14	7•	x	7			UP
DDING	KRDG	1230	250w	MBS	Best	8		56	3	9	7	15	6		½		.	
	KSDA	1400	250w	—	W. S. Grant		—	107		12	3	2	2•	3	½		—	AP
	KVCV	600	1kw	CBS	Avery-Knodel	10	—	15	5	11	6	11	6•	3	8	—	—	UP
DLANDS	KCAL	1410	1kw-D	—	Continental	—	—	82	2	—	3	8	4•		3	7†	—	
VERSIDE	KPRO	1440	1kw	—	Pearson	2	6	144	—	—		12	10			3†		UP
CRAMENTO	KCRA*	1320	5kw	NBC	Petry	7	—	42	25	—	4	30	5	5	5			UP
	KFBK*	1530	50kw	ABC	Raymer	x	6	60	6	17	4	32	7•	2	6			
	KGMS	1380	1kw	—	Forjoe	—	6	141	24	3	2	7	4			6†	.	AP;LW,W
	KROY	1240	250w	CBS	Hollingbery	9	½	41	9	6	3	17	5	—	3	1		
	KXOA*	1470	1kw	MBS	Branham	6	½	82	2	2	2	22	3•	—	3	.	½	UP;St,T
LINAS	KSBW	1380	1kw	MBS	Headley-Reed	4	—	67	—	—	3	27	10•	3	6	9†		AP;W
N BERNARDINO	KCBS	1350	500w	—	W. S. Grant	—	—	94	—	3	2	13	6•	.	½	8†		UP
	KFXM	590	1kw	MBS	—	x	—	50	5	—	10	30	11•	1		14†	.	UP;W
	KITO	1290	5kw	ABC	Hollingbery	x	—	46	4	1	12	22	3•	3	1	8†	—	UP
	KRNO	1240	250w	—	Bdcst Tm Sls	.	—	75	17	15	10	7	1•	x	2	12†	15	UP
N DIEGO	KCBQ	1170	5-D,1-N	—	Young	.	6	154	—	—	5	11	7					UP
	KFMB	540	5kw	CBS	Petry	10	—	51	10	—	4	31	4	2	2			AP
	KFSD*	600	5kw	NBC	Katz	7		53	1	—	½	21	2•	5	3			AP;St
	KGB	1360	1kw	MBS	H-R Reps	10	—	13	—	—	8	36	3•	1				AP;W
	KSDO	1130	5-D,1-N	—	Pearson	.	1	130	—	—	3	3	x•		2			UP
	KSON*	1240	250w		Forjoe	.	.	126	.	—		7						AP
icensed in	XEAC	690	5kw	—	Oakes		—	—	—	74			6	1		26†	12	UP
Tijuana, Mex.)	XERB	1090	50kw	—		.	—	—	—	57	64		9			7	12	
N FERNANDO	KGIL	1260	1kw	.			6	152	.	—	3	9						AP
N FRANCISCO	KCBS*	740	50kw	CBS	CBS Radio Spot	8	6	6	40	4	1	19	x	5	3			AH
	KEAR‡	97.3	10kw	—	Burn-Smith			.	111	1	3			.				St
	KFRC	610	5kw	MBS	H-R Reps	4		42		—	12	50	10	3			—	INS,UP;W
	KGO*	810	50kw	ABC	Blair	6	½	82				10	x	½	2			AP,INS
	KJBS	1100	1kw	—	Young		3	154				x					—	AP,INS
	KLOK	(See SAN JOSE)																
	KLX	(See OAKLAND)																
	KNBC*	680	50kw	NBC	NBC Spot	x	6	66	16	5	4	13	5	5	4			AP,UP;T
	KOBY	**1550**	**10kw**	—	Forjoe		1	119	4		½	10			x			AP
	KROW	(See OAKLAND)																
	KSAN	**1450**	**250w**	—	Stars National			10			30	10				9†	125	UP
	KSAY	**1010**	**10kw-D**	—	Pearson			55			19	15					93	
	KSFO	560	5kw	—	Headley-Reed			122			2	6	x		½		—	UP
	KSJO*	(See SAN JOSE)																
	KWBR	(See OAKLAND)																
	KYA	1260	5-D,1-N	—	—		—	96		15	½	13	x•	.			—	UP
N JOSE	KEEN	1370	1kw	—	W. S. Grant			35	14	56	14	7	4•	1	2	8†	.	UP
	KLOK	1170	5kw	—	R. O'Connell			31	3	1	8	3	½	½	1	68†		UP;C
	KSJO*	1590	1-D,500-N	—	Bdcst Tm Sls			123	7	—		5	3•	—	—	24†	—	UP;St
	KXRX	1500	1kw	—	.			161	—	—		7	.	—	—	—	—	AP

CALIFORNIA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
SAN LUIS OBISPO	KATY	1340	250w		Meeker			105	2	4	2	15	7•		5	½†		UP;W
	KVEC	920	1-D,500-N	MBS	Headley-Reed	10		37	5		13	21	3•	2	2			AP;St
SAN MATEO	KVSM	1050	1kw-D		Oakes			12		72	3	x						INS
SAN RAFAEL	KTIM	1510	1kw-D					50	10	½	10	6	5•	3	½		10	UP
SANTA ANA	KWIZ*	1480	1kw		W. S. Grant			91			1	14	10•		1	10†		UP
SANTA BARBARA	KDB	1490	250w				1	126				7						UP;St
	KIST	1340	250w	NBC	Hollingbery	9		45	8		3	26	5	5	½	16†		UP
	KTMS	1250	1kw	ABC	Raymer			40	9	2	6	27	3•	2	2	9†		AP
SANTA CRUZ	KSCO	1080	1-D,500-N		Bdcst Tm Sls			66	28	1	3	3	3•					AP;St,T
SANTA MARIA	KCOY	1400	250w		Best			80	5	1	4	14	5•	2	6	4†		AP;W
	KSMA	1240	250w					80	20	1	2	11	4•	6	½	1		UP
SANTA MONICA	KDAY	1580	10kw-D		Forjoe; D-C			26			2	4		3		39†	30	UP
SANTA PAULA	KSPA	1400	250w	KBS		17		53	2	3	7	½	2•			42†		
SANTA ROSA	KSRO	1350	1kw					70	24		3	3	1•		3			UP
SONORA	KROG	1450	250w		W. S. Grant			87	3	6	2	10	2•	2	x	1		UP
STOCKTON	KJOY	1280	1kw					100			2	18	3•		1	12†		UP
	KRAK	1140	5kw		Blair		1	62	9	29	3	5	1•		3	3†		UP
	KSTN	**1420**	**1kw**		Hollingbery		6	122	7	14	1	21	3•	5	½	7†	3	UP
	KWG	1230	250w	ABC	Bolling	6		59	2	5	8	16	4•			½	½	UP
TULARE	KSUE	1240	250w					60	8	7		x	x•	2	2			UP
TAFT	KTKR	1310	500-D					55	6		2	5	1•	½				UP
TULARE	KCOK	1270	1kw	MBS	Forjoe	6		30		12	7	23	6•					UP
TURLOCK	KTUR	1390	1kw					41	32		9	16	2		4	14		UP
UKIAH	KUKI	1400	250w		W. S. Grant			57	4	15	2	8	8•	3	2			AP;St
VALLEJO	KGYW	1190	250-D		Bdcst Time Sls			89			2	5	x		2			UP
	KVON	(See NAPA)																
VENTURA	KUDU	1590	1kw		Walker; Oakes			13		10	2	110	6•	3		15†		AP;T
	KVEN	1450	250w	MBS	Webb	6		76	4	12	5	23	8•	5	2	15†		C
VISALIA	KONG	1400	250w		Hollingbery			71	1	18	5	20	8•	7	1	6†		UP
VASCO	KWSO	1050	1kw-D		Bdcst Tm Sls			10	64		20	1	1	10	3	¼		AP
WATSONVILLE	KHUB	1340	250w	KBS	Best			54	10	9	3	10	5•	6	6	12†		UP
YUBA CITY	KAGR	1450	100w	KBS	Best			95	1	7	13	1		½	1	3†		UP
	KUBA	1600	1kw		Continental	1		95	3	12	4	20	6•	5	3	18†		AP;T

NO INFORMATION: Apple Valley, KAVR; Calexico, XED; Coachello, KCHV; Delano, KCHJ; Dinuba, KRDU; El Cajon, KRAB; Fresno, KARM; Glendale, KIEV; In AREO; Modesto, KBEE, KTRB; Mount Shasta, KWSD; Palm Springs, KPAL; Palo Alto, KIBE; Paso Robles, KPRL; Salinas, KDON; San Diego, XEGM; San Franci DFC, KJBS; Victorville, KAUR; Yreka, KSYC.

COLORADO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALAMOSA	KGIW	1450	250w	K,M	Avery-Knodel	8		31	2	8	3	12	2•		4	7†		UP
AURORA	**KOSI**	**1430**	**5kw-D**		Forjoe			80				8						
BOULDER	KBOL	1190	250w		Holman			52	33		4	24	11•		2			AP;St,T
CANON CITY	KRLN	1400	250w	MBS	Avery-Knodel	9					4	19	12•	3	6			UP
COLORADO SP'NGS	KRDO	1240	250w		Pearson			100	15		3		7	8				LW,St,T
	KVOR	1300	1kw	CBS	Hollingbery	9		45	3	6	3	22	9•	2	3			UP
	KWBY	710	250-D		Radio-TV Reps			84			4	10	4•		2			UP
CORTEZ	KVFC	740	1kw-D	KBS	Best			14	4	14	3	14	3•	4	2	2		UP;W
DENVER	KFML*	1390	1kw		GMB				112	7								
	KFSC	1220	1kw-D		Natl Tm Sls; Oakes			24			3	2				43†	12	INS
	KGMC	(See ENGLEWOOD)																
	KIMN	950	5kw	MBS	Avery-Knodel	5	6	126			5	16	6•				6	UP
	KLIR	990	1kw-D	KBS	Continental				34		20	3	½		2		½	INS;LW
	KLZ	560	5kw	CBS	Katz	8		26	2	2	6	10	1•	6	3			AP,INS;St,W
	KMYR	710	5kw		Young			100				67	x					UP
	KOA	850	50kw	NBC	NBC Spot	9		48	11	1	6	22	2•		10			AP,UP;T
	KOSI	(See AURORA)																
	KTLN	1280	5kw		Radio-TV Reps		6	153			½	14						UP
	KVOD	630	5kw	ABC	Webb	4		90	2		5	8	7•		½			UP;T

COLORADO *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
URANGO	KIUP	930	5kw	MBS	Holman	2		60	8	12	8	12	3•	6	1	12+		UP;T,W
NGLEWOOD	KGMC	1150	1kw-D					27	3	12	1	11			½			UP
ORT COLLINS	KCOL	1110	1kw	—				50	20	10	1	20	3•	2	1			AP;T
ORT MORGAN	KFTM	1100	250w					90	1	6	1	8	x•	2	15			UP
LENWOOD SP'NGS	KGLN	980	1kw-D		Holman			28	8		6	17	1•	1	2			UP
RAND JUNCTION	KREX	920	5kw		Holman			15	11	4	8	18	3•	6	2			UP,LW,S
REELEY	KFKA	1310	1kw		Holman	1	6	105	13	5	5	15	6•	5	18	2+		UP;T
	KYOU	1150	250w		McGillvra			52	7	17	5	16	8•			5+		AP
A JUNTA	KBNZ	1400	250w	MBS	Indie Sales	1		56	3	8	1	26	6•	2	1			AP;St
AKEWOOD	KLAK	1580	250-D							36	1	8		1	3			
AMAR	KLMR	920	1-D,500-N	MBS	Continental			10	15	15	7	6	8•	5	15			UP;W
ONGMONT	KLMO	1050	250-D		Continental			35	8	33	3	8	1•	2	3			UP
OVELAND	KLOV	1570	250-D	KBS				50		6	3	10	5•	1	2			AP;Se,St
ANITOU SP'NGS	KCMS‡	1490	100w					26	70	3	1	3						
ONTE VISTA	KSLV	1240	250w	—				20	3	5	1	12	2•	2	7			UP;T
ONTROSE	KUBC	1260	1kw					49	5	3	1	18	6•	1	8			UP;T
UEBLO	KCSJ	590	1kw		Pearson			60	3	11	5	8	2		2	2+	1	UP;T
	KGHF	1350	5kw	A,M	Gill-Perna	6		30	1	1	7	25	13•	3	1	3+		UP;Se,W
OCKY FORD	KRFC	1320	1kw-D		Pearson			34		21	3	11	3•	1	1	5+		AP
TERLING	KGEK	1230	250w	—				54	16	20	3	12	1•	3	8	6+		UP;LW
	KLOR	1490	250w	MBS	Holman	10	½	33	6	15	11	12	7•	7	6	2+		AP;T
RINIDAD	KCRT	1240	250w	K,M	Indie Sales	7		26	2	8	10	17	2•	x	2	11+		UP,St

NO INFORMATION: Craig, KRAI; Delta, KDTA; Grand Junction, KEXO; Leadville, KLVC; Pueblo, KDZA; Salida, KVRH.

CONNECTICUT

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
NSONIA	WADS	690	500-D		Indie Sales			75			1		1			7		UP
RIDGEPORT	WICC	600	1-D,500-N	—	Young		6	129	9		3	28	4	1	7			AP;A,T
	WNAB	1450	250w	A,M	Burke-Stuart	5		80	5	3	2	11	3•	1		8		UP
ANBURY	WLAD*	800	250-D	—	Indie Sales			75	6	5	5	10	21•	6	1	2		AP;Se,W
ARTFORD	WCCC	1410	500-D	—	Walker			45	26			6						UP
	WDRC	1360	5kw	CBS	Raymer	6		12	3		½	24	1	½	3			UP;Se
	WFMQ‡	93.7	20kw	—				3	52	1		5						NYT
	WHAY	910	5kw	—	R. O'Connell		½	70	13	3	5	x	x•	3		28		UP
	WKNB	840	1kw-D	—	Bolling			34	½	7	1	6	x•	5	½	8		AP,UP
	WPOP	1410	5kw	A,M	H-R Reps	5		30	11		2	5	2	6	1			UP
	WTIC*	1080	50kw	NBC	Christal	8	1	41	6	x	3	22	7	9	8			AP,INS; LW,Se
ERIDEN	WMMW*	1170	1kw-D		Rambeau			36	10		1	10	x•	3				UP
IDDLETOWN	WCNX	1150	500-D		Devney			79		½	1	11	1•		½	2		UP;T
EW BRITAIN	WHAY	(See HARTFORD)																
	WKNB	(See HARTFORD)																
EW HAVEN	WAVZ	1300	1kw	—	Hollingbery		6	108	2		8	25	25					AP
	WELI	960	1kw	ABC	H-R Reps	1		82	8		5	11	1•	3		1		UP
	WNHC*	1340	250w	—	Katz			55	8	5	3	15	5•					AP
EW LONDON	WNLC	1490	250w	MBS	—	1		59	9	8	2	38	1	5	½	3		UP
ORWALK	WNLK	1350	500w		McGillvra			90	10		1	7	x•			12	1	
ORWICH	WICH	1310	1kw	—	Everett-McK			86	5	2	6	17	3	2	2	5		UP
UTNAM	WPCT	1350	1kw-D		—			36	3	8	3	8	2•	3	1	5		UP
TAMFORD	WSTC*	1100	250w	ABC	Everett-McK	6		54	13	1	4	21	6•	1		4	2	UP;W
ORRINGTON	WLCR	990	1kw-D	—	Bogner & Martin			10	9	7	2	7	2•	10	1	8		UP;Se
ATERBURY	WATR	1320	1kw	ABC	Burke-Stuart	7		39	5	7	6	18	5•	6		6	12	
	WBRY	1590	5kw	CBS	Avery-Knodel	10		39	1	2	2	15	3•	5	2		1	AP
	WWCO	1240	250w	MBS	McGillvra	6	6	60	1			6	2•	3		3		AP

NO INFORMATION: Bristol, WBIS; Torrington, WTOR.

DELAWARE

City	Call letters	Freq.	Power	Natl network	National rep	Daily hours: Network	Daily hours: Post-mid	Weekly hours: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
DOVER	WDOV*	1410	1kw-D	—	Webb	—	—	24	8	9	4	12	3•	3	14	—	—	AP
GEORGETOWN	WJWL	900	1kw-D	—	Zimmer	—	—	35	3	15	8	23	10•	½	22	—	—	AP;T
MILFORD	WKSB	930	500-D	—	—	—	—	23	24	—	4	11	2	6	4	—	—	UP;LW
WILMINGTON	WAMS	1380	1kw	—	Zimmer	—	½	105	—	—	2	7	8•	—	—	—	—	AP
	WDEL*	1150	5kw	NBC	Meeker	9	½	9	2	2	3	13	2•	2	2	—	—	UP;T
	WILM	1450	250w	ABC	Bolling	3	2	49	6	—	7	14	4•	3	—	—	14	UP
	WTUX	1290	500-D	—	Walker	—	—	66	1	—	3	4	1•	—	—	1	—	AP

DISTRICT OF COLUMBIA

City	Call letters	Freq.	Power	Natl network	National rep	Daily hours: Network	Daily hours: Post-mid	Weekly hours: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
WASHINGTON	**WARL***	**780**	**1kw-D**	—	—	—	—	—	—	77	1	9	—	—	—	2†	—	UP
	WASH‡	97.1	15kw	MBS	—	2	—	50	10	3	3	5	1	1	—	5	—	—
	WEAM	1390	5kw	—	McGillvra	—	—	100	—	6	10	7	2	—	—	—	—	AP
	WGAY	1050	1kw-D	—	Walker	—	—	60	3	13	1	7	1	3	—	½	—	AP
	WGMS*	570	5-D,1-N	MBS	Young	x	—	4	85	2	2	9	—	4	—	—	—	AP
	WINX	1600	1kw-D	—	United	½	—	35	9	89	—	10	x•	—	2	—	—	UP
	WMAL*	630	5kw	ABC	H-R Reps	4	1	63	7	—	10	13	3	1	—	—	—	AP
	WOL*	1450	250w	—	Gill-Perna	—	—	98	3	—	3	10	2	2	—	—	6	UP
	WOOK*	1340	250w	—	United	2	6	x	—	—	20	x	—	—	—	—	168	INS
	WPIK	730	1kw-D	—	—	—	—	45	10	—	11	8	x	—	½	2	1	AP
	WRC*	980	5kw	NBC	NBC Spot	x	1	25	9	—	2	13	2•	4	½	—	—	All;A,St,
	WTOP*	1500	50kw	CBS	CBS Radio Spot	10	6	47	39	1	4	13	x•	5	6	—	—	AP,UP
	WUST*	1120	250-D	—	Forjoe	—	—	60	—	—	22	9	3	18	—	—	84	UP
	WWDC*	1260	5kw	—	Blair	—	6	82	4	—	2	16	2•	1	—	—	13	AP,UP;C

INFORMATION: Washington, WFAN.

FLORIDA

City	Call letters	Freq.	Power	Natl network	National rep	Daily hours: Network	Daily hours: Post-mid	Weekly hours: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ARCADIA	WAPG	1480	1kw-D	—	—	—	—	40	5	15	4	12	4	6	1	—	3	UP
BELLE GLADE	WSWN	900	1kw-D	—	Stars National	—	—	20	4	14	—	x	—	—	3	—	—	UP;T
BRADENTON	WTRL	1490	250w	KBS	Best	—	—	71	7	9	—	x	x•	2	1	—	—	AP;Se,St,
CHIPLEY	WBGC	1240	250w	—	—	—	—	56	10	21	30	20	6•	6	7	—	5	AP
CLEARWATER	WTAN	1340	250w	—	—	—	—	69	14	—	5	15	10•	½	1	—	—	AP
COCOA	WKKO	860	1kw-D	—	Best	—	—	42	14	24	7	14	3•	2	2	—	5	UP;Se,St
CORAL GABLES	WVCG	1070	1kw-D	—	T. Clark; GMB	—	—	—	70	—	4	9	x	3	—	—	½	AP;A,Se
CRESTVIEW	WCNU	1010	1kw-D	KBS	—	—	—	20	4	30	10	7	x	—	2	—	—	AP;Se,W
	WJSB	1050	1kw-D	—	—	—	—	30	2	60	5	5	—	1	2	—	—	UP;T
DADE CITY	WDCF	1350	1kw-D	—	—	—	—	56	—	18	11	7	3	—	2	—	—	AP;St
DAYTONA BEACH	WNDB*	1150	1kw	A,M	Perry	4	½	72	14	—	1	12	2	5	x	—	—	AP
	WROD	1340	250w	NBC	Rambeau	5	—	84	2	—	1	10	2•	—	—	—	1	T
DELAND	WJBS	1490	250w	NBC	Cooke	6	—	37	15	—	5	19	4•	2	4	—	2	AP;A,T
DELRAY BEACH	WDBF	1420	500-D	—	—	—	—	70	—	1	3	3	½•	3	1	—	3	UP;LW
DU GALLIE	WMEG	920	1kw-D	—	—	—	—	48	12	5	3	6	3•	—	—	—	—	UP;Se,T
FERNANDINA BCH.	WFBF	1570	250-D	KBS	—	—	—	55	2	36	3	7	3•	2	—	—	6	UP
FT. LAUDERDALE	WFTL	1400	250w	—	Sears & Ayer	—	—	70	2	9	4	12	6	—	—	—	20	AP;W
	WWIL	1580	1kw	—	—	—	1	129	—	—	1	5	1	—	2	—	—	AP
FORT MYERS	WINK	1240	250w	C,K	Cooke	x	—	42	5	2	6	24	3•	—	2	—	—	AP
FORT PIERCE	WARN	1330	1kw-D	—	Continental	—	—	50	½	11	3	10	½	—	3	—	6	AP;St
	WIRA	1400	250w	NBC	—	7	—	40	11	—	6	25	4•	4	2	—	9	AP
FT. WALTON BCH.	WFTW	1260	1kw-D	—	—	—	—	60	9	—	1	7	2	—	—	—	—	AP;LW,T
GAINESVILLE	WDVH	980	5kw-D	—	Thos. Clark	—	—	10	—	7	4	1	½•	—	½	—	½	UP;C
	WGGG	1230	250w	A,K	Best	9	—	36	12	8	5	15	4•	4	—	—	5	AP;W
	WRUF*	850	5kw	MBS	Burn-Smith	6	—	62	13	3	6	32	7•	1	3	—	3	AP;LW,T
HAINES CITY	WGTO	540	10kw-D	—	Young	—	—	73	—	—	—	7	2	—	2	—	—	UP
HOLLYWOOD	WGMA	1320	1kw-D	—	Best		—	64	—	—	3	4	2•	—	—	—	6	AP

FLORIDA *(continued)*

City	Call letters	Freq.	Power	Nall network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Rellg	News	Sports	Home-making	Farm	Foreign	Negro	Services
JCKSONVILLE	WJHP*	1320	5kw	.	Perry			62	47		5	10						UP;LW
	WMBR*	1460	5kw	CBS	CBS Radio Spot	10		72			4	13	2•	1	1			UP
	WOBS	1360	5kw-D	_	Gill-Perna			36			12	5		2			84	UP
	WPDQ	600	5kw	ABC	V,R&McC	5		42	4	15	3	8	4	4				UP;W
	WRHC	1400	250w		Interstate		1	18	4	60	32	19					50	
JCK'VILLE BCH.	WJVB	1010	1kw-D		Best			65	6	..	1	14	3	3				AP;UP
SSIMMEE	WRWB	1220	250-D	KBS				29	1	17	5	7					1	UP;St
KE CITY	WDSR	1340	250w					37	16	9	13	7	2	18	6		2	UP
KELAND	WLAK	1430	5-D,1-N	NBC	Pearson	5		50	21	12	11	12	1		2			UP;A,St,W
	WONN	1230	250w	MBS	Cooke	3		80		8	4	15	2•	5	x		3	AP;C
KE WALES	WIPC	1280	1kw-D	KBS	Best			30	6	8	4	14	2•	5				AP;Se
SSBURG	WLBE	790	1kw	MBS	Best	2	.	86	.	.	5	10	4•				—	UP;St
/E OAK	WNER	1250	1kw-D	KBS	Best			14	2	22	14	9	½	2	3		4	UP
ARIANNA	WTYS	1340	250w	MBS		4		14	1	7	2	7	2				—	AP
AMI	WCKR*	610	5kw	NBC	Christal			x	x	x	2	14	4•	3	2			AP;T
	WFEC	1220	250-D	..	Rambeau			71	.	.	6						77	Se
	WGBS*	**710**	**50-D,10-N**	CBS	Katz	x	1	50	6	..	5	14	5•	3	3		½	UP;LW
	WINZ	940	50kw	..	Raymer		6	168		..		6						INS;A,St
	WMIE	1140	10kw	..	Stars National			18	5	24	17	5	1	x	1	13	19	INS
	WQAM	**560**	**5-D,1-N**	..	Blair	7	2	60	9	1	4	19	5•	2	½		.	
	WVCG	(See CORAL GABLES)																
	WWPB*	1450	250w	KBS	Walker		6	54	5	54	7	2				15	18	AP
AMI BEACH	WAHR*	1490	250w	..	Indie Sales		6	24				15	11•					UP;St
	WLRD‡	93.9	13kw	..	Indie Sales		2		119	—								St,W
	WMBM	800	1kw-D	..	Gill-Perna					..	25	2	x				84	
LTON	WEBY	1330	1kw-D	MBS		x		36	10	15	14	6		¼	1		2	UP;W
PLES	WNOG	1270	500-D	.	Best			51	5	7	6	12	1•	3	½		6	UP;W
W SMYRNA BCH.	WSBB	1230	250w	KBS				52	25	7	5	9	7•	3	3		6	UP
ALA	WMOP	900	1kw-D	..	Dora-Clayton			56	6	24	10	2	4	2	2		7	UP;Se
	WTMC	1290	5-D,1-N	NBC	Perry	8		36	12	7	5	16	2•	1	7		3	UP;LW
LANDO	WABR	1440	1kw-D	..	Rambeau	..	..	40	2	31	11	7	1			.	11	UP
	WDBO*	580	5kw	CBS	Blair	x	½	18	12	6	6	18	3•	3	2	.		AP,UP;T,W
	WHOO*	990	10kw	ABC	Forjoe	4		52	16	13	6	13	6•	2	2	.	15	AP
	WLOF	950	5kw	—	Gill-Perna		1	112		2	3	16	4•					UP
	WORZ*	740	5kw	M,N	Hollingbery	16		35	2	24	4	13	4	3	2			INS
LATKA	WWPF	1260	1-D,500-N	MBS		5		40	5	12	6	16	3•	¼		.	9	UP
LM BEACH	WWPG*	1340	250w	ABC	Stars National	6	2	65	9	12	10	12	3•	5	1		.	UP;LW
NAMA CITY	WDLP*	590	1kw	NBC	Perry	9	.	10	2	8	8	15	2•	2	1			UP;W
	WPCF	1430	5kw	MBS	Walker	8		26	2	4	5	18	12•	6	1		2	AP;T
NSACOLA	WBSR	1450	250w	CBS	V,R&McC	x	.	63	..	....		18	4•			..	—	AP;W
	WCOA	1370	5kw	NBC	Perry	5		66	12	.	1	18	12•	9			1	UP;LW
RRY	WPRY	1400	250w	..				42	16	19	8	7	2•	3	1		6	AP;C,Se
ANT CITY	WPLA	910	1kw-D	..	Best			x	x	x	10	18	6•	3	3		1	UP;St,T
UINCY	WCNH	1230	250w			6		50	2	9	5	17	14•	6	6		8	UP;T
. AUGUSTINE	WFOY	1240	250w	CBS		8	..	30	8	2	5	8	4•	x	3		.	—
	WSTN	1420	1kw-D	..	Indie Sales		.	35	2	11	5	15	3•	3	3		5	AP;C,T
. PETERSBURG	WPIN	680	1kw-D	..	Walker		..	70	10	—	2	7			½		—	AP
	WSUN	620	5kw	ABC	V,R&McC	8	..	41	3	—	14	13	5•				.	AP;W
	WTSP	1380	5kw	MBS	Weed	2	1	85	½	2	8	14	2•	4			—	UP;LW,S
NFORD	WTRR	1400	250w	KBS				56	5	12	4	12	2•	2	2		12	UP
RASOTA	WKXY	1540	1kw-D	KBS	Thos. Clark	.	..	100	..	—		7	x•	.	.	.	—	AP;W
	WSPB	1450	250w	CBS	Pearson	8	½	28	17	—	1	18	3•	1			—	UP;T
UART	WSTU	1450	100w	K,M	.	x		63	2	..	4	17	2•		½		2	AP
LLAHASSEE	WMEN	1330	5kw-D	—	Dora-Clayton			45	.	24	3	8			9		14	UP
	WTAL*	1270	5kw	CBS	Meeker	5	1	81	5	.	5	15	6•	5	2	—	—	AP
	WTNT	1450	250w	A,M	McGillvra	7	1	46	10		15	39	6•	4		.	1	UP;A

MBOLS: * am-fm station; ‡ fm station — D—daytime power; N—night power — • local sports covered; ÷ Lat. Amer. included — x figure unspecifiec category unclaim

FLORIDA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
TAMPA	WALT	1110	1kw-D		Pearson			35		28	5	1	2		½	18		AP
	WDAE*	1250	5kw	CBS	Katz	6		47	7	2	6	12	10•	3	2		½	AP,UP
	WEBK	1300	1kw-D	KBS	Devney			24	4	24					1	12	7	AP
	WFLA*	970	5kw	NBC	Blair	5		7	1		1	18	2•	3	4			AP
	WHBO	1050	250-D							67	7	7			1			AP
	WIOK	1150	1kw-D		McGillvra						20	6	2	2			84	AP
	WPIN	(See ST. PETERSBURG)																
	WSUN	(See ST. PETERSBURG)																
	WTSP	(See ST. PETERSBURG)																
TARPON SPRINGS	WDCL	1470	5kw-D					12	24	3	6	14	2	3	2		½	AP;W
VERO BEACH	WNTM	1370	1kw-D		Hollingbery			70	2		14	14	8•	5			4	INS
W. PALM BEACH	WEAT	850	1kw	NBC	H-R Reps	4		84			4	15	2	3				AP
	WIRK	1290	5kw	MBS	Thos. Clark	5	1	11		4	2	10	2•	2	5		18	AP
	WJNO	1230	250w	CBS	Meeker	9	1	25	6		6	13	1	4	½			AP;LW, W
	WWPG	(See PALM BEACH)																
WINTER HAVEN	WSIR	1490	250w	MBS	Devney	5		48	19	14	9	17	4		2		2	AP
WINTER PARK	WABR	(See ORLANDO)																

NO INFORMATION: Bartow, WBAR; Daytona Beach, WMFJ; De Funiak Springs, WFNM; Eustis, WLCO; Fort Myers, WMYR; Jacksonville, WIVY, WJAX, WQIK; Vest, WKWF; Melbourne, WMMB; Miami Beach, WKAT; Pensacola, WEAR, WPFA; Sebring, WJCM; Tampa, WPKM-FM; Vero Beach, WTTB.

GEORGIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ADEL	WAAG	1470	1kw-D					33		31	13	6	3•		2		5	UP
ALBANY	WGPC	1450	250w	CBS	Hollingbery	11		35	11		6	16	2•	3	2			UP
	WJAZ	1050	1kw-D		Thos. Clark					6	28	4	½		½		31	AP
AMERICUS	WDEC	1290	1kw-D		Indie Sales			51	6	15	3	5	3•	1	x		8	AP
ATHENS	WGAU*	1340	250w	C,K		10		29	6	1	8	20	2	4	1			AP
	WRFC	960	1kw		Forjoe		½	56	12	11	16	15	10•	1	3		12	UP;C,W
ATLANTA	**WAGA***	**590**	**5kw**	CBS	Katz	10	1	31	6	3	7	23	2•	2	2			
	WAKE	1340	250w		Young		6	126			½	26	6		10			AP
	WAOK	**1380**	**5kw**		Forjoe		2	122			49	x		3			149	UP
	WEAS	1010	50kw-D		Stars National					33	23	4		1	x			UP
	WERD	860	1kw-D		Interstate			13	2	19	23	6	1	1	x		86	UP
	WGKA*	1600	1kw-D					20	96			4						UP
	WGST	920	5kw	ABC	Avery-Knodel	5		70				x		3				AP
	WQXI	790	5kw		Gill-Perna	x	1	89	1	6		14	16•					UP;St
	WSB*	750	50kw	NBC	Petry	12	6	65		10	3		1•		6			AP
	WTAM	970	1kw-D	KBS				73	2		10	6	½		1			UP;St
	WTJH	1260	5kw-D							53	23	½						AP
	WYZE	1480	5kw-D		Walker			72			3	7	4			1		All;A,Se.
AUGUST	WAUG*	1050	1kw-D	KBS	Rambeau			32		24	34	1	1				45	UP;C
	WBBQ*	1340	250w	MBS	E-McK; Forjoe	2		100				10	3					AP
	WBIA	1230	250w	NBC		5		69		8		16	x•		2			AP;LW
	WGAC	580	5-D,1-N	ABC	Avery-Knodel	7		50	7	17	8	21	4	5	4	1	1	UP;T
	WRDW	1480	5kw	CBS	Branham	x		20		15	3	18	7•	6	2		2	AP;W
BAINBRIDGE	WMGR	930	5kw-D		Webb			32	2	25	15	13	x•	8	8		7	UP
BAXLEY	WHAB	1260	5kw-D		Continental			2		13	2	30	1•	12	36		7	UP
BRUNSWICK	WMOG	1190	250w	K,M	Indie Sales	3		50	8	25	9	19	20	1	½		6	UP;W
CAIRO	WGRA	790	1kw-D		Indie Sales			40	4	20	12	6	x•		5		20	UP;St,W
COLUMBUS	WCLS	1580	1kw-D		United; D-C			12			37			5			91	
	WDAK	1340	250w	NBC	Headley-Reed	7	1	52		30	3	14	4•	4			18	AP;W
	WGBA	1270	5kw-D		Forjoe			40	7	29	12	10	6		3		10	AP;T
	WPNX	1460	1kw	A,M		x		7		10	20	4		1	4		21	
	WRBL*	1420	5kw	CBS	Hollingbery	8		47	2		3	16	8•		2			UP
CORDELE	WMJM	1490	250w	K,M	Thos. Clark	5		42	2	21	15	18	4•	2	2		5	AP
CORNELIA	WCON	1450	250w		Indie Sales	3		31	7	10	11	4	1•	1	3		4	UP
COVINGTON	WGFS	1430	1kw-D	KBS	Sears & Ayer			32		13		7	2•		3		8	

GEORGIA *(continued)*

City	Call letters	Freq.	Power	Nat'l network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ILTON	WBLJ	1230	250w	K,M		7		31	2	16	15	17	7•		5			T
	WRCD	1430	1kw-D		Dora-Clayton			10		38	10	2	2		5			UP
ICATUR	WEAS	(See ATLANTA)																
	WTAM	(See ATLANTA)																
DUGLAS	WDMG	860	5kw		Dora-Clayton			27		5	3	14	3	½	2		3	UP
UBLIN	WMLT	1330	1kw-D	KBS				24	3	26	6	21	5•		2		8	UP
ST POINT	WTJH	(See ATLANTA)																
ITZGERALD	WBHB	1240	250w	MBS	Dora-Clayton	5		43	3	21	6	10	3•	3			2	AP;W
RT VALLEY	WFPM	1150	1kw-D	KBS	Indie Sales			4	1	4	9	2	4•		2		9	UP
INESVILLE	WDUN*	1240	250w		Thos. Clark			40	11	21	7	10	5•	3	4		3	AP
	WGGA	550	5kw	MBS	Dora-Clayton	3		18	1	24		19	11•	9	6		¼	UP
IFFIN	WHIE	1320	1kw-D		Dora-Clayton			30		21	12	10	5	25	2		15	UP;W
WKINSVILLE	WCEH	610	500-D	KBS				20	1	14	12	9	1•	9	14		5	UP;W
SUP	WBGR	1370	1kw-D	KBS	Dora-Clayton			35	7	15	8	4	7•	2	4		3	UP;C
FAYETTE	WLFA	1590	5kw-D	KBS	Best			29	7	13	10	7	4•	1	½			UP
GRANGE	WLAG*	1240	250w	MBS	Indie Sales	4		40	5	14	2	25	6•	2	3		6	UP;W
	WTRP	620	1kw-D		McGillvra			30	11	30	12	12	6	3	4		6	AP;T
ACON	WBML	1240	250w		Forjoe		1	59		20	10	9	1•	5			16	AP
	WIBB	1280	1kw-D		Walker			x		29	13						32	AP
	WMAZ	940	10kw	CBS	Avery-Knodel	12		18		5	4	16	½		4		1	UP
	WNEX	1400	250w	A,M	Branham	6	1	100	2		10	20	3•	1	½			AP;T
ADISON	WMGE	1250	1kw-D	KBS				22	4	28	x	x		6	x		6	UP;W
ILLEDGEVILLE	WMVG	1450	250w	MBS		6		42	5	7	1	9	5				1	UP
ONROE	WMRE	1490	250w	KBS				42	12	x	20	10	5•	5	20		16	AP;AH
OULTRIE	WMGA	1400	250w	ABC	Everett-McK	5		55	6	9	20	14	x	1	4			UP
EWMAN	WCOH*	1400	250w	MBS		5		30	6	11	11	20	12•	1	2		2	AP;T
RRY	WBBN	980	500-D		Thos. Clark			45		20	8	18	6	x	3		7	AP
JITMAN	WSFB	1490	250w					46	6	11	7	9	4•	5	4		9	UP;St
OME	WLAQ	1410	1kw	A,K		7		52	6	5	10	14	3•				14	AP,INS;Sc
	WRGA	1470	5kw	MBS	Walker	3		60	2	4	8	19	8•	3	8			UP
	WROM	710	1kw-D		McGillvra			20	24	25	5	8	x•		2			UP
NDERSVILLE	WSNT	1490	250w					38	10	19	25	4	6•	6	3		12	UP;C,T
VANNAH	WCCP	1450	250w	MBS	Walker	6		45		3	10	12	1•		2		12	UP
	WFRP	1230	250w	ABC	Everett-McK	8		53	12	14	3	12	4	½				AP
	WJIV	900	1kw-D		Stars National					16	10	5		½	2		42	AP
	WSAV*	630	5kw	NBC	Blair	5		75	5	8	6	18	6	1	2		x	AP
	WTOC*	1290	5kw	CBS	Avery-Knodel	11		15	5	7	6	15	3	1	2			UP
MMERVILLE	WGTA	950	1kw-D		Stars National			35	1	21	20	12	3•		3			UP;C,Sc
VAINSBORO	WJAT*	800	1kw					39	7	38	8	1	x•	5	2		3	UP;W
LVANIA	WSYL	1490	250w	KBS				45	5	28	9	10	4		6		2	UP;Sc
HOMASVILLE	WKTG	730	1kw-D		Thos. Clark			25	6	12	6	14	x•	1	4			AP;T
	WPAX	1240	250w					51	4	17	12	9	2•		½		7	UP;C,T
HOMSON	WTWA	1240	250w	K,M		7		36		18	6	6	3•		5			UP;T
FTON	WWGS	1340	250w	MBS	Thos. Clark	9		30	10			12	3•				5	UP
OCCOA	WLET*	1420	5kw-D	MBS	Thos. Clark	1		15	3	15	14	13	5•	x	3		1	UP
ALDOSTA	WGAF	910	5kw	ABC	Pearson	5		60	7	4		15	2•	1	3			AP;St,T
	WGOV	950	5kw	MBS	Stars National	5		46		25	1	7	½•	½	1		12	UP
ARNER ROBINS	WRPB	1350	1kw-D					50	2	9	9	10	6•	10	3		5	AP
AYCROSS	WACL	570	1kw		Thos. Clark			44	6	12	21	13	6•	3	1		9	AP
	WAYX	1230	250w	K,M	Holman	6		13	6	29	10	17	3•	1	2		6	UP;W
AYNESBORO	WBRO	1310	1kw-D					36	4	22	8	2	3•	1	1		9	UP;C,T
EST POINT	WRLD*	1490	250w		Thos. Clark			30		15	11	12	1•		¼			AP;T
INDER	WIMO	1300	1kw-D		Best			26	3	36	12	12	2•	1	2		3	UP;W

O INFORMATION: Albany, WALB; Brunswick, WGIG; Calhoun, WCGA; Camilla, WCLB; Carrollton, WLBB; Cartersville, WBHF; Cedartown, WGAA; Dawson, WDW; lberton, WSGC; Hartwell, WKLY; Mason, WMAZ; Marietta, WFOM; Moultrie, WMTM; Savannah, WDAR; Statesboro, WWNS; Thomaston, WSFT; Valdosta, WJE; idalia, WVOP; Washington, WKLE.

YMBOLS: * am-fm station; ‡ fm station; D—daytime power; N—night power; ÷ Lat. Amer. included; • local sports covered; x figure unspecifie category unclaim

IDAHO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BLACKFOOT	KBLI	1490	250w	.....	.		....	70	11	12	2	16	4•	3	3	....	....	AP
BOISE	KBOI	950	5kw	CBS	PGW	7	....	42	15	2	3	21	3•	...	3	½	....	UP;W
	KGEM	1140	10kw	...	Avery-Knodel	..	6	98	3	43	2	10	6•	....	2	....	....	UP
	KIDO	630	5kw	NBC	Blair	6	....	70	10	2	4	17	x•	....	3	....	....	AP
BURLEY	KBAR	1230	250w	A,M		6	....	48	23	4	8	18	2•	....	...	....	....	UP
CALDWELL	KCID	1490	250w	.....	Oakes	....	....	61	2	46	2	11	4•	1	15	....	....	AP;C
GRANGEVILLE	KORT	1230	250w	.....	.	....	....	62	7	18	3	10	3•	6	6	....	....	AP;LW
IDAHO FALLS	KID	590	5-D,1-N	CBS	Gill-Perna	9	....	39	2	½	3	9	5•	....	2	....	....	UP;W
	KIFI	1400	250w	A,M	Avery-Knodel	10	....	21	7	3	4	9	7•	1	3	....	....	AP
LEWISTON	KLER	1300	5-D,1-N	.....		....	....	50	....	14		7	x	....	2	....	....	AP
	KOZE	950	500-D	.....	Webb	....	....	70	....	....	3	35		...	5	....	....	AP
	KRLC	1350	5kw	MBS	Forjoe	9	....	27	8	3	8	26	11•	4	1	....	....	UP;T
MOSCOW	KRPL	1400	250w	KBS	Best		....	54	9	8	5	13	9•	5	7	....	....	AP
NAMPA	KFXD	580	5kw	MBS	Avery-Knodel	3	....	27	4	27	13	20	7•	2	5	1†	....	UP;C,L
POCATELLO	KSEI	930	5kw	NBC	Weed	5	....	50	4	10	3	13	3	....	8	...	....	UP;LW
	KWIK	1240	250w	K,M	Avery-Knodel	4	...	90	...	...	.	14	x•	.	1	...	....	AP;C,W
	KYTE	1290	1kw-D	.....	Best	.	...	68	....	....	..	7	....	..	2	....	....	
PRESTON	KPST	1340	250w	KBS	Continental	...	....	52	15	9	5	1	1•	1	2	....	....	UP
REXBURG	KRXK	1230	250w	.....	Bdcst Tm Sls		....	54	9	13	4	15	5•	5	8	....	....	AP
RUPERT	KAYT	970	1kw-D	.....	....	....	....	52	13	6	3	3	3•	....	4	....	....	UP
SAND POINT	KSPT	1400	250w	.....	Continental	....	....	65	12	3	4	11	x•	2	3	....	....	AP;LW
TWIN FALLS	KEEP	1450	250w	.....	Gill-Perna	....	....	38	21	....	5	x	5•	....	4	....	....	UP;T
	KLIX	1310	1kw	A,M	Avery-Knodel	5	1	80	....	12	3	20	6•	....	6	....	....	AP;A,C
	KTFI	1270	5-D,1-N	NBC	Weed	5	....	84	6	10	3	20	2•	2	3	....	....	UP;St
WEISER	KWEI	1240	250w	.....	.....	....	....	81	12	7	4	13	2•	....	....	....	....	UP;C

RADIO INFORMATION: Coeur D'Alene, KVNI; Wallace, KWAL.

ILLINOIS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALTON	WOKZ	1570	1kw-D	KBS	Sears & Ayer	....	....	49	....	10	2	12	4•	5	3	....	....	UP
AURORA	WMRO	1280	250-D	.....	.....	....	....	52	3	1	6	8	x•	5	1	1†	....	INS
BELLEVILLE	WIBV	1260	1kw-D	.....	Indie Sales	....	....	¼	18	20	9	30	1•	1	1	....	1	AP
BLOOMINGTON	WJBC*	1230	250w	ABC	Pearson	5	....	80	....	....	6	19	18•	....	3	....	....	UP;T
CAIRO	WKRO	1490	250w	.....	Pearson	....	....	34	1	5	6	19	7•	2	2	....	1	UP
CANTON	WBYS	1560	250w	.....	.....	....	....	30	6	3	3	8	2	3	4	....	....	AP;T
CARBONDALE	WCIL	1020	1kw-D	.....	.....	....	....	40	....	15	3	14	x•	....	5	....	....	AP
CARMI	WROY*	1460	1kw-D	.....	.....	....	....	24	2	9	4	15	3•	½	4	....	....	UP;T,W
CENTRALIA	WCNT	1210	1kw-D	.....	Everett-McK	....	....	42	8	2	2	8	x•	5	2	....	....	UP;LW
CHAMPAIGN	WDWS*	1400	250w	CBS	Meeker	9	....	33	16	1	4	14	4•	1	4	....	....	UP;W
CHARLESTON	WEIC	1270	1kw-D	KBS	Sears & Ayer	....	....	51	3	8	3	5	1•	2	6	....	....	INS;LW
CHICAGO	WAAF	950	1kw-D	.....	Young	....	....	72	....	....	1	3	....	....	½	....	17	UP
	WAIT	820	5kw-D	.....	Headley-Reed	....	....	66	....	....	5	6	....	....	....	....	....	UP;Se,S
	WBBM*	780	50kw	CBS	CBS Radio Spot	8	6	29	37	....	1	20	8•	3	3	....	....	All;LW
	WBEE	(See HARVEY)																
	WEAW*	(See EVANSTON)																
	WEDC	1240	250w	.....	.....	....	....	36	24	....	½	5	....	....	...	16	....	UP
	WFMF‡	100.3	33kw	.....	.....	....	2	140	21	....	2	1	....	..	....	....	....	All
	WFMT‡	98.7	29kw	.....	.....	....	1	....	85	3	..	x	....	....	....	....	....	AP
	WGES	1390	5kw	.....	.....	....	1	69	....	....	....	....	....	....	....	22†	69	.....
	WGN	720	50kw	.....	Petry	....	1	78	5	....	2	16	5•	5	2	....	1	All;St
	WIND	560	5kw	.....	AM Radio Sales	....	6	140	....	....	1	12	13•	....	..	....	....	AP,UP
	WJOB*	(See HAMMOND, IND.)																
	WLS	**890**	**50kw**	ABC	Blair	8	...	25	3	35	19	28	2	4	18	....	....	AP,UP
	WMAQ*	670	50kw	NBC	NBC Spot Sales	9	1	30	12	....	2	5	2	7	1	....	....	All;T
	WNIB‡	97.1	11kw	...	.....	...	....	20	40	½	....	....	....	....	....	....	....	C,T
	WOPA*	(See OAK PARK)																
	WSBC	1240	250w	..	Stars National	....	....	8	....	....	6	....	....	3	....	36	20	Se
	WTAQ	(See LA GRANGE)																
	WWCA	(See GARY, IND.)																
CLINTON	WHOW	1520	1kw-D		Holman	..		3	....	57	18	7	20•	....	3	....	....	AP

ILLINOIS *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
NVILLE	WDAN	1490	250w	CBS	Everett-McK	7		18				9	2•	2	1			AP;T
	WITY	980	1kw	KBS	Burn-Smith			90		6	3	11	2•	5	x			UP;W
CATUR	WDZ	1050	1kw-D		PGW			80		11	3	8	5•	6	8			UP;T
	WSOY*	1340	250w	CBS	Weed	7		x	x	x	4	17	10	1	x			AP
KALB	WLBK	1360	500-D		Sears & Ayer			27	4	5	1	13	1•	1	8			AP;T
QUOIN	WDQN	1580	250-D		McGillvra			90		12	5	6	2•		1			UP
ST ST. LOUIS	WTMV	1490	250w		Bogner & Martin			48	29	15	10	6	3		3	15	24	
INGHAM	WCRA	1090	250-D	KBS				16	3	28	7	12	1•	3	10			UP
IN	WRMN	1410	500-D		McGillvra			24	5	9	6	8	1•	1	2			UP
ANSTON	WEAW*	1330	1kw		GMB			9	80		6	10	3•	5			2	UP;W
	WNMP	1590	1kw-D					26	50		5	x					½	INS;C,St
RFIELD	WFIW	1390	500-D	KBS	Webb			26		10	9	13	5•	1	11			AP;Se
LESBURG	WGIL	1400	250w		Rambeau			78	3	11	6	17	5•	1	5			AP;St
RRISBURG	WEBQ*	1240	250w	KBS				51	6	8	11	12	4	1	2			UP
RVEY	WBEE	1570	1kw-D									7					98	
RRIN	WJPF	1340	250w	MBS	Pearson	5		10	6	16	5	13	7•	x	2			T
CKSONVILLE	WLDS*	1180	1kw-D		Holman			55	2	7	9	5	10•	3	7			AP
IET	WJOL	1340	250w		Rambeau		6	143	1	24	3	15	3•	3	2	3		UP;T,W
NKAKEE	WKAN	1320	1kw-D		Sears & Ayer			35		8	1	14	1•		7			AP;St
WANEE	WKEI	1450	100w	KBS	Best			71	11	6	3	14	6•	3	3		1	
GRANGE	WTAQ	1300	500w		Gill-Perna		2	68	12	28	5	3	1•				30	
SALLE	WLPO	1220	1kw-D					10	18	6	1	10	3	3	5			AP
COLN	WPRC	1370	500-D					50	6	16	5	26	8•	5	12			AP
CHFIELD	WSMI	1510	1kw-D		Best			x				x		3	9			AP;W
COMB	WKAI	1510	250-D					25	12	6	1	10	2•	1	4			UP;W
RION	WGGH	1150	5kw-D		Sears & Ayers			66		3	4	9			4			AP;LW,W
TTOON	WLBH*	1170	250-D		Holman			20		8	4	20	10•	3	6			AP;St
TROPOLIS	WMOK	920	1kw-D		Holman			35	3	19	8	11		6	5			AP;Se
LINE	KSTT	(See DAVENPORT, IOWA)																
	WHBF*	(See ROCK ISLAND)																
	WOC*	(See DAVENPORT, IOWA)																
	WQUA	1230	250w	ABC	Hollingbery	3	6	80	8	9	4	17	10•	2		½		AP
. CARMEL	WVMC	1360	500-D		Best			35	3	8	7	11	4•	2	6			UP
. VERNON	WMIX*	940	1kw		Pearson			35	3	3	4	18	15•	3	18			AP;W
K PARK	WOPA*	1490	250w		Forjoe		6	2		1	5	3	½			94†	51	UP
NEY	WVLN*	740	250-D		Holman			20	3	9	9	14	7•	1	2			UP
TAWA	WCMY	1430	500-D		Sears & Ayer			42	14	3	5	8	15•	½	3			UP
RIS	WPRS*	1440	500-D					35	20	20	10	3	4•	8	50			AP;C,T
IN	WSIV	1140	1kw-D		Sears & Ayers			31	3	9	3	9	18		2			AP
RIA	WEEK	1350	1kw	NBC	Headley-Reed	7		52				10	3	1	1			AP
	WIRL	1290	5kw	A,M	H-R Reps	3	½	75			2	14	12•	3	5			UP
	WMBD*	1470	5kw	CBS	PGW	8		41		3	3	25	5•	5	11			AP,UP;T
	WPEO	1020	1kw-D		Burke-Stuart			37		19	11	12	x		18			AP
TSFIELD	WBBA	1580	250-D		Continental			42	1	42	2	70	2	3	4			UP
INCY	KHMO	(See HANNIBAL, MO.)																
	WGEM*	1440	1kw	ABC	Young	x		85	6	½	4	11	3•		1			UP;W
	WTAD*	930	5-D,1-N	CBS	Weed	x		32	5	3	9	12	x•	4	4			AP,UP
BINSON	WTAY	1570	250-D		Best			80	2	14	8	15	7•	7	14			AP
CKFORD	WBEL	(See BELOIT, WISC.)																
	WROK*	1440	1-D,500-N	ABC	H-R Reps	7		44		1	7	10	4•		2	1		AP;T
	WRRR	1330	1kw-D		Radio-Tv Reps			54		18	5	14	1•	7				UP;W
CK ISLAND	KSTT	(See DAVENPORT, IOWA)																
	WHBF*	1270	5kw	CBS	Avery-Knodel	10		19	10	8	3	22	4•	1	½			UP;LW, St,W
	WOC	(See DAVENPORT, IOWA)																
	WQUA	(See MOLINE)																
EM	WJBD	1350	500-D		Webb			30	1	9	5	12	2•	1	9			AP
RTA	WHCO	1230	250w					65	1	20	6	4	7•	1	3		3	UP
INGFIELD	WCVS	1450	250w	ABC	Bogner & Martin													AP,St
	WMAY	970	1-D,500-N	NBC	Pearson	8		18		12			x•					UP
	WTAX*	1240	250w	CBS	Weed	7	½	36	12	4	4	19	7•	1	14			AP
RLING	WSDR	1240	100w					42	42	14	10	10	10•	3	14			AP;LW,S

ABOLS: * am-fm station; ‡ fm station — D—daytime power; N—night power — • local sports covered; † Lat. Amer. included — x figure unspecifiec category unclaim

ILLINOIS *(continued)*

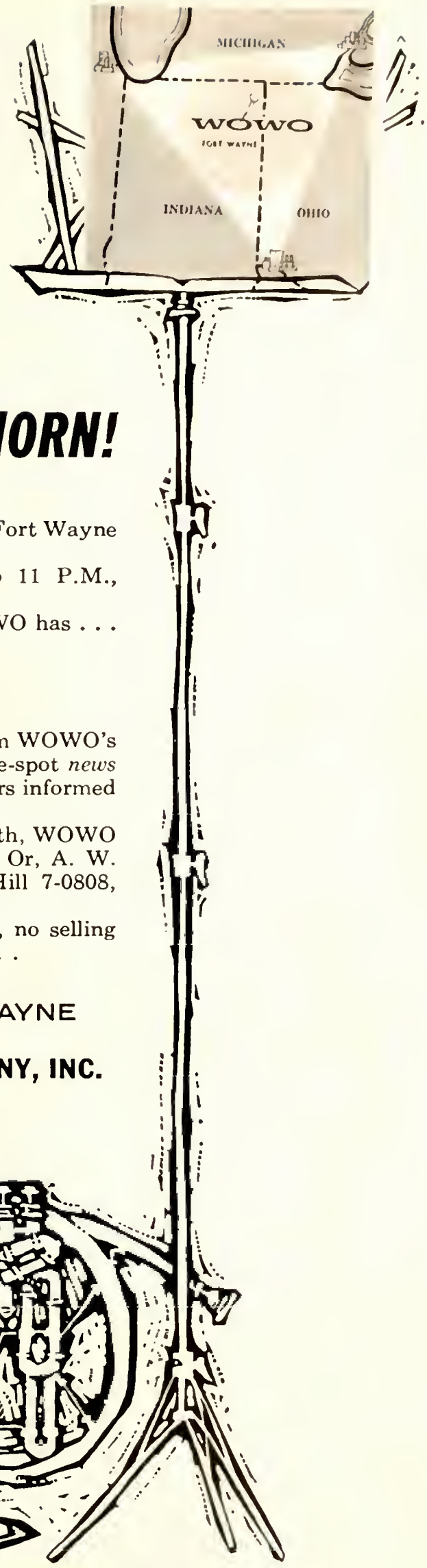
City	Call letters	Freq.	Power	Nati network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
TREATOR	WIZZ	1250	500-D	.....	Best	..	....	35	....	3	6	15	x•	5	7	5	..	UP
AYLORVILLE	WTIM	1410	1kw-D	.....	Continental		....	25	....	12	3	16	6•	5	2	..	..	St,T
URBANA	WKID	1580	250-D	.....	Pearson		....	58	...	12	6	7	2•	3	....	.	4	UP
WEST FRANKFORT	WFRX	1300	1kw-D	.....	Indie Sales	..	..	30	4	14	9	2	1	1	1	....	....	UP

O INFORMATION: Carthage, WCAZ; Chicago, WCFL, WCRW, WJJD, WSEL; Cicero, WHFC; Effingham, WSEI; Elmwood Park, WLEY; Freeport, WFRL; Harvd, VMCW; Murphysboro, WINI; Waukegan, WKRS; Zion, WCBD.

INDIANA

City	Call letters	Freq.	Power	Nati network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
NDERSON	WCBC	1470	1kw-D	.....	Best	....	.	30	6	12	25	8	5•			.	....	AP;Se,V
	WHBU	1240	250w	CBS	Bolling	12	..	14	...	..	...	7	2•			....	....	AP;St,T
EDFORD	KBIW	1340	250w	MBS	McGillvra	6	...	60	6	24	3	22	15•	3	1	....	....	AP;INS
LOOMINGTON	WTTS	1370	5-D,500-N	ABC	Meeker	5	1	26	4	12	1	11	2•	4	2	....	....	AP
OLUMBUS	WCSI	1010	500-D	.....	Rambeau	....	....	32	....	1	6	2	2•	6	1	....	....	....
ONNERSVILLE	WCNB*	1580	250-D	.....	Gill-Perna	....	....	50	6	9	4	2	7•	5	3	....	....	UP;T
LKHART	WCMR	1270	500-D	.....	Best	....	....	8	18	2	12	9	3	3	3	....	....	AP;Se,V
E	WTRC*	1340	250w	NBC	H-R Reps	6	....	35	1	5	...	8	3•	4	6	...	....	UP
VANSVILLE	WEOA	1400	250w	CBS	Young	8	....	31	5	7	3	15	14•	....	8	....	....	UP
	WGBF	1280	5-D,1-N	NBC	Weed	8	....	50	4	6	7	4	6•	1	8	....	..	AP;C
	WIKY*	820	250-D	.....	Pearson	....	....	60	7	6	2	8	....	....	1	....	....	AP;C,T
	WJPS	1330	5-D,1-N	ABC	Hollingbery	7	....	49	14	....	3	14	15•	3	5	....	....	AP;St,W
T. WAYNE	WANE	1450	250w	CBS	H-R Reps	7	...	45	7	30	6	9	x•	1	2	....	.	AP;St
	WGL	1250	1kw	ABC	Headley-Reed	3	....	58	8	4	9	8	6•	3	2	....	..	UP
	WKJG	1380	5kw	M,N	Raymer	4	....	62	28	2	7	13	10•	....	2	...	....	AP,UP
	WOWO	**1190**	**50kw**	.....	PGW	....	1	70	10	3	4	15	9•	8	20	....	....	UP;T
RANKFORT	WILO	1570	250-D	KBS	Best	....	..	51	5	8	10	8	10•	3	10	....	....	UP
ARY	WGRY	1370	500-D	.....	Indie Sales	....	....	13	....	13	10	6	....	..	....	10†	22	UP
	WWCA	1270	1kw	.....	Pearson	..	2	28	20	....	2	14	12•	..	5	3	22	AP
OSHEN	WKAM	1460	500-D	KBS	Holman	....	....	27	....	7	13	10	2•	1	6	....	....	AP
AMMOND	WJOB*	1230	250w	.....	Rambeau	....	6	11	1	11	4	21	10•	12	3	8†	18	UP
NDIANAPOLIS	WFBM	1260	5kw	A,M	Katz	5	....	56	....	....	5	15	6•	3	4	....	....	AP,INS; C,W
	WIBC	1070	50kw	.....	Blair	....	¼	80	2	9	8	15	5•	5	9	....	1	AP,UP; Se,T
	WIRE	1430	5kw	NBC	PGW	7	2	75	2	....	3	12	4	3	....	....	....	AP;LW
	WISH	1310	5-D,1-N	CBS	Bolling	8	....	38	3	5	5	15	18•	....	2	....	....	AP,UP;
	WXLW	950	5kw-D	.....	Pearson	....	....	64	....	....	2	10	2	...	2	....	....	AP
ASPER	WITZ*	990	1kw-D	.....	.....	....	....	39	15	14	6	13	14	5	13	....	....	UP
OKOMO	WIOU	1350	1kw	CBS	Weed	9	....	30	2	4	4	13	1•	3	8	....	....	AP;W
AFAYETTE	WASK	1450	250w	MBS	Rambeau	6	....	34	3	5	6	8	10	1	2	....	....	UP;W
A PORTE	WIMS	(See MICHIGAN CITY)																
	WLOI	1540	250-D	.....	McGillvra	....	....	33	2	8	5	14	5	5	6	1	....	AP;C
OGANSPORT	WSAL	1230	250w	K,M	.....	7	....	60	....	10	..	16	4	..	12	....	..	AP
ADISON	WORX*	1270	1kw-D	KBS	Best	....	....	8	....	1	4	9	2•	..	2	....	....	UP;McG
ARION	WBAT	1400	250w	CBS	Best	6	....	37	7	....	10	x	3•	1	1	....	....	AP;Se,St
	WMRI*	860	250w	.....	Bogner & Martin	..	....	43	6	4	7	12	8•	3	6	....	....	UP;C,T
ICHIGAN CITY	WIMS	1420	1-D,500-N	.....	Rambeau	....	....	83	2	2	2	9	14•	6	3	10	3	UP
UNCIE	WLBC*	1340	250w	CBS	Holman	7	....	....	....	....	....	12	½•	....	x	....	....	....
EW ALBANY	WLRP	1570	1kw-D	.....	Best	....	....	60	5	....	6	7	3•	2	2	....	....	UP;C,St
EW CASTLE	WCTW‡	102.5	4kw	.....	.....	....	....	25	7	13	10	7	3•	3	7	....	....	AP;T,W
ORTH VERNON	WOCH	1460	500-D	.....	. ..	....	....	41	4	14	11	7	2•	½	½	....	....	AP;A,Se
ERU	WARU	1600	1kw-D	KBS	.....	....	....	20	x	x	20	8	x•	4	6	....	....	AP;St,T
RINCETON	WRAY	1250	1kw-D	.....	McGillvra	....	....	59	....	12	4	x	....	....	x	....	....	AP;T
CHMOND	WKBY	1490	250w	ABC	Meeker	8	....	26	4	3	6	22	5•	....	4	....	1	UP;T,W
ALEM	WSLM	1220	1kw-D	.....	Best	....	....	21	11	62	9	9	4•	4	11	....	....	AP;T,W
YMOUR	WJCD	1390	1kw-D	.....	Continental	..	...	13	7	16	4	21	10•	2	2	....	....	AP;C,St
OUTH BEND	WJVA	1580	250-D	.....	Pearson	.	....	40	6	1	7	2	2•	1	2	8	1	
	WNDU	1490	250w	ABC	Petry	5	....	75	6	4	7	20	8•	4	2	1	..	AP;T
	WSBT	960	5kw	CBS	Raymer	9	....	26	½	1	4	15	3•	1	½	2	...	INS,UP;
ERRE HAUTE	WBOW*	1230	250w	NBC	Weed	4	....	53	....	4	4	3	5•	....	2	....	½	AP
	WTHI*	1480	1kw	CBS	Bolling	9	....	10	..	...	....	12	3•	3	3	....	....	UP;W
NCENNES	WAOV	1450	250w	MBS	PGW	7	....	52	20	9	8	12	4	1	2	....	....	UP
ARSAW	WRSW*	1480	500w	.....	.....	....	....	73	....	1	2	15	2•	3	5	....	..	UP;C,T
ASHINGTON	WAMW*	1580	250w	.....	Best	.	....	56	4	9	6	14	5•	2	6	....	....	AP;C,T

INFORMATION: Boonville, WBNL; Muncie, WMUN; Portland, WPGW; Tell City, WTCJ.



THEY'RE BLOWING OUR HORN!

Take it, Mr. Pulse!

The latest Pulse Report (Oct.-Nov., 1956) of the Fort Wayne area covers 26 counties.

Pulse surveyed 476 quarter hours—6 A.M. to 11 P.M., Monday through Sunday.

Pulse reports that, *for the 3rd straight year*, WOWO has . . .

476 "FIRSTS" out of
476 quarter hours surveyed

The reason is no secret: results like these come from WOWO's bright new *music* programming . . . complete on-the-spot *news* reporting . . . plus *service* that keeps WOWO listeners informed on what's going on in their communities.

For hard-selling availabilities call Tom Longsworth, WOWO Sales Manager, at Anthony 9436, in Fort Wayne. Or, A. W. "Bink" Dannenbaum, WBC VP-Sales, Murray Hill 7-0808, in New York.

In the tri-state Indiana–Ohio–Michigan Market, no selling campaign is complete without the WBC station . . .

WOWO FORT WAYNE

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—**BOSTON**, WBZ+WBZA; **PITTSBURGH**, KDKA; **CLEVELAND**, KYW; **FORT WAYNE**, WOWO; **CHICAGO**, WIND; **PORTLAND**, KEX

TELEVISION—**BOSTON**, WBZ-TV; **PITTSBURGH**, KDKA-TV; **CLEVELAND**, KYW-TV; **SAN FRANCISCO**, KPIX

WIND REPRESENTED BY A M RADIO SALES

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WBC

IOWA

City	Call letters	Freq.	Power	Nati network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
PAMES	KASI	1430	1kw-D	KBS	Pearson	-	.	26	4	8	3	16	18•	—	4	6	—	UP;T
ATLANTIC	KJAN	1220	250-D	KBS	Continental	..	..	45	—	7	6	12	7	—	7	—	—	AP
BURLINGTON	KBUR	1490	250w	ABC	Rambeau	9	.	35	3	—	3	20	4•	3	5	—	—	AP
CARROLL	KCIM	1380	1kw	—	Pearson	—	..	45	1	6	5	14	3•	3	7	—	—	AP;T
CEDAR RAPIDS	KCRG	1600	5kw	MBS	Everett-McK	5		70	1	10	1	16	2	—	1	3	—	AP,INS
	KPIG	1450	250w	—	Burke-Stuart		1	130	—	—	—	x	—	—	—	..	—	UP
	KXEL	(See WATERLOO)																
	WMT	600	5kw	CBS	Katz	8	2	35	3	4	3	15	4•	3	15	—	—	All;A,T
CENTERVILLE	KCOG	1400	100w	MBS	—	—	—	75	—	—	4	8	2•	—	7	—	—	AP;T,W
CHARLES CITY	KCHA	1580	250-D	KBS	—	—	—	59	3	—	3	12	4	1	3	—	—	AP
CLINTON	KROS*	1340	250w	MBS	Pearson	3	—	67	10	10	4	19	4•	6	6	..	—	UP;W
COUNCIL BLUFFS	KSWI	1560	500-D	—	Hagg	—	—	70	—	—	—	10	—	—	—	—	—	UP;T
CRESTON	KSIB	1520	1kw-D	—	Pearson	—	—	85	1	3	2	7	3•	1	6	—	—	AP;T
DAVENPORT	KFMA	1580	500-D	—	McGillvra	—	—	60	10	—	1	8	2	—	2	—	—	AP
	KSTT	1170	1kw	MBS	Walker	2	—	26	10	50	3	12	9•	3	6	1†	—	UP
	WHBF	(See ROCK ISLAND, ILL.)																
	WOC*	1420	5kw	NBC	PGW	9	—	40	4	—	3	21	2•	3	2	—	—	UP;T
	WQUA	(See MOLINE, ILL.)																
DECORAH	KDEC	1240	250w	KBS	—	—	—	39	—	16	4	12	6•	—	4	—	—	AP
DES MOINES	KCBC	1390	1kw	—	—	—	6	148	—	—	½	20	—	—	—	—	—	INS
	KIOA	940	10-D,5-N	ABC	H-R Reps	6	—	41	3	23	5	10	12	10	22	—	—	UP
	KRNT	1350	5kw	CBS	Katz	6	—	76	4	11	1	15	2•	12	1	—	—	AP,UP
	KSO	1460	5kw	—	Pearson	-	—	97	14	—	3	14	x•	—	1	—	—	INS;C
	KWDM	1150	1kw	MBS	Indie Sales	4	—	27	20	19	21	14	25•	3	5	6†	6	INS;A,
	WHO*	1040	50kw	NBC	PGW	8	6	x	x	x	6	18	6•	4	9	—	—	AP,UP,
DUBUQUE	KDTH	1370	1kw	ABC	Pearson	—	—	63	4	3	2	17	6•	2	6	—	—	AP
	WDBQ*	1490	250w	MBS	Meeker	8	—	30	4	—	—	16	4•	½	½	—	—	UP
FAIRFIELD	KFAD	1570	250-D	KBS	—	—	—	50	6	10	7	9	2•	3	7	—	—	AP;T,W
FORT DODGE	KVFD	1400	250w	MBS	Pearson	5	—	39	—	7	5	24	2•	4	5	—	—	UP,INS
FORT MADISON	KXGI	1360	500-D	KBS	—	—	—	42	—	9	6	16	13•	2	4	1†	—	UP;St
IOWA CITY	KXIC	800	1kw-D	—	Pearson	—	—	50	10	2	1	30	4•	1	8	—	—	AP;W
LA MARS	KLEM	1410	1kw-D	—	—	—	—	41	—	6	4	11	2	2	2	—	..	T
MARSHALLTOWN	KFJB	1230	250w	—	Pearson	—	—	37	5	6	6	13	4•	5	5	—	—	AP;T
MASON CITY	KGLO*	1300	5kw	CBS	Weed	x	—	25	4	3	5	20	3•	1	3	—	—	AP;UP
	KRIB	1490	250w	—	Pearson	5	—	48	4	20	6	21	13†	3	3	—	—	AP;T
	KSMN	1010	1kw-D	—	—	—	—	62	2	2	6	9	1	—	1	—	—	UP;St
MUSCATINE	KWPC*	860	250-D	—	Pearson	2	—	29	4	2	5	10	2•	3	3	..	—	UP;T
NEWTON	KCOB	1280	500-D	—	—	—	—	46	2	14	4	12	3	½	5	—	—	AP;W
NELWEIN	KOEL	950	1-D,500-N	—	Pearson	—	—	37	8	22	5	16	7•	3	5	—	—	Up;Se,T
OSKALOOSA	KBOE	740	250-D	—	Pearson	—	—	34	3	9	8	11	2	1	3	—	—	AP;St
OTTUMWA	KBIZ	1240	250w	ABC	—	3	—	73	—	2	6	15	8•	4	—	—	1	AP;T,W
	KLEE	1480	500-D	KBS	Devney	—	—	77	—	—	1	20	½	—	x	—	—	UP
SHENANDOAH	KMA	960	5kw	ABC	Petry	2	—	x	x	—	x	x	x	7	22	—	—	AP,UP
SIOUX CITY	KMNS	620	1kw	—	Pearson	—	—	98	—	—	6	7	21•	—	6	—	—	—
	KSCJ	1360	5kw	ABC	Hollingbery	x	—	28	23	4	5	18	2	1	4	—	—	AP;LW
	KTRI	1470	5kw	—	Everett-McK	—	—	103	—	—	1	20	½	—	1	—	—	UP
SPENCER	KICD	1240	250w	—	Pearson	—	—	75	13	6	2	18	x•	—	11	—	—	AP:St,T
STORM LAKE	KAYL*	990	250-D	—	—	—	—	42	16	8	4	x	10•	—	10	1	—	AP;St,W
WATERLOO	KXEL	1540	50kw	ABC	Bolling	x	6	56	—	30	10	14	4•	—	9	—	1	INS,UP
WEBSTER CITY	KJFJ	1570	250-D	KBS	Best	—	—	—	—	—	5	7	2•	—	1	—	—	AP;C,W

NO INFORMATION: Boone, KWBG; Cherokee, KCHE; Estherville, KLIL; Keobuk, KOKX; Shenandoah, KFNF; Waterloo, KWWL.

KANSAS

City	Call letters	Freq.	Power	Nati network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ARKANSAS CITY	KSOK	1280	1-D,100-N	KBS	—	—	—	25	7	3	3	10	1•	1	5	—	—	AP;T
ATCHISON	KARE	1470	1kw	—	Sears & Ayer	—	—	85	—	—	4	23	6•	—	4	—	—	AP
COFFEYVILLE	KGGF	690	10kw	ABC	Pearson	4	..	47	2	12	12	14	7•	..	5	—	½	AP;W

KANSAS *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
OLBY	KXXX	790	5kw-D		H-R Reps			34	2	10	8	4	2	4	20			UP
ONCORDIA	KFRM	550	5kw-D	ABC	PGW	5		66	3	9	3	12	3•	3	4		2	
	KNCK	1390	500-D	KBS				54	21		2	10	2		3			UP
ODGE CITY	KGNO	1370	5kw	MBS	Hagg	7		21	3	7	8	18	1•	3	6			AP
. DORADO	KBTO	1360	500-D	.....	Indie Sales			16		7	4	1	1•	2	2			AP;St
ORT SCOTT	KMDO	1600	500-D	...	Best			43	3	5	3	10	1					AP;LW
ARDEN CITY	KIUL	1240	250w	NBC	Holman	8		10	9	8	4	16	8•		2			AP;T,W
	KNCO	1050	1kw-D		Continental			33	2	8	15	10	6	6	1			UP;Se
REAT BEND	KVGB	1590	5kw	NBC	Pearson	x		15	9	2	4	19	3•		5			AP;T,W
AYS	KAYS	1400	250w	KBS	Holman			72	8	6	6	18	20•		4			AP;W
UTCHINSON	KWBW	1450	250w	NBC	V,R&McC	14		77	6	3	5	23	1•		3			AP;All
	KWHK	1260	1-D,500-N	..	Everett-McK		1	100			2	18	8•		3		14	AP
NCTION CITY	KJCK	1420	1kw-D	KBS	Indie Sales			40			3	32	4•		5			AP;T
ANSAS CITY	KCKN	1340	250w					109	9		2	11	x					LW,St
AWRENCE	KLWN	1320	500-D		Indie Sales			19	28		3	12	2•		5		2	UP;T,W
AVENWORTH	KCLO	1410	500-D		Best			6	...	61		8	2		2	6		UP
BERAL	KSCB	1270	1kw-D		Best			50	7	3	3	12	x•	3	4			AP;LW
ANHATTAN	KMAN	1350	500-D	KBS				48	½	...	2	11	5•	3	2			AP;W
ARYSVILLE	KNDY	1570	250-D	KBS	Best			27	4	6	5	15	5	3	3			AP;T
TTAWA	KOFO	1220	250-D	...				43	10	27	4	8	2	½	2			UP;W
RSONS	KLCK	1540	250-D	KBS				44	5	...	3	9	4		3			AP
ITTSBURG	KOAM	860	10-D,5-N	NBC	Pearson	9		38	2	12	12	34	x•		10			AP
	KSEK	1340	250w	.....	Cooke			89	2		2	26	15•		2			AP
ATT	KWSK	1570	250-D	.....				x	x	x	7	14	1•	1	14			UP;LW,T
SSELL	KRSL	990	250-D	KBS	...			61		2	2	10	5•		4			AP
LINA	KSAL	1150	5kw	MBS	Pearson	5		33	14	15	4	22	3•	6	6			AP;LW,St
PEKA	KJAY	1440	5-D,1-N	.....	Walker			85			3	8						UP
	KTOP	1490	250w	MBS		x		100	16		9	20	1			1†	...	AP;A
	WIBW	580	5kw	CBS		6	3	47	2	14	4	12	9•	1	16			AP,UP;LW
	WREN	1250	5kw	ABC	Pearson	7	..	60	7	6	6	16	9•	3	3		½	AP;T,W
CHITA	KAKE	1240	250w	MBS	McGillvra	4	6	75	2	....	5	13	8•					AP
	KANS	1480	5-D,1-N	NBC	Simmons	10		15	14	18	4	17	2•	3	2		2	AP
	KFBI	1070	10-D,1-N	.....	Avery-Knodel		.	100	.	....	6	15	3•	½	7		....	AP;LW
	KFH*	1330	5kw	CBS	Blair	8	....	45	3	5	5	24	5•	1	7			AP
	KWBB	1410	1kw	.....	Hollingbery	....	..	76	1	27	6	23	1•	6				AP;T

INFORMATION: Chanute, KCRB; Emporia, KVOE; Goodland, KWGB; Independence, KIND; McPherson, KNEX; Newton, KJRG.

KENTUCKY

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
HLAND	WCMI*	1340	250w	CBS	Hollingbery	10	1	48	3	9	4	17	5•	1	2		....	UP
	WTCR	1420	5kw-D	....	Rambeau; D-C	....	....	....	....	47	24	10	.		3			AP
RDSTOWN	WBRT	1320	1kw-D		....	....		46	6	36	14	14	6•	3	x	....	....	T
NTON	WCBL	1290	1kw-D	MBS	Continental	x	....	40	....	30	7	13	12•	2	9		..	UP
WLING GREEN	WKCT	930	1kw	ABC	Pearson	8	....	47	17	23	6	13	7•	5	9		....	UP;T
	WLBJ	1410	5kw	MBS	Walker	4	....	54	....	17	4	19	x•	2	12			AP
MPBELLSVILLE	WTCO	1450	250w	..	Best	....	....	47	1	42	12	x	13•	1	6		..	UP;Se
NTRAL CITY	WMTA	1380	500-D	....	Best	.	..	18	5	20	4	9	3•	3	6		5	UP;Se
	WNES	1600	500-D	....	...	..	.	48	....	20	10	8	x•	2	4		....	AP;W
LUMBIA	WAIN	1270	1kw-D	.....	Best	....	....	29	6	41	15	4	¼•	½	x		½	UP;W
RBIN	WCTT	680	1kw	MBS	...	x	....	20	8	22	12	11	10•		2		..	AP;W
VINGTON	WZIP	1050	250-D	KBS		....	....	25	5	7	12	x	1•	5	6		12	UP
MBERLAND	WCPM	1490	250w	MBS	.....	....	....	67	1	31	5	13	2•	6	1		6	UP;W
NVILLE	WHIR	1230	250w	MBS	Holman	4	....	48	8	30	.	3	15•	9	19		..	AP;T
ZABETHTOWN	WIEL	1400	250w	KBS	Best	..	....	50	7	16	10	16	x•	½	2		....	UP;A
ANKFORT	WFKY	1490	250w	K.M	Burn-Smith	3	....	21	17	21	7	14	12•		2		3	UP;T
LTON	WFUL*	1270	1kw	....	Best	....	....	10	....	22	11	5	10•	3	x		5	UP;T
ASGOW	WKAY	1490	250w	.....	.....	....	....	54	1	27	9	10	2•	3	3		....	UP;St,W
RLAN	WHLN	1280	1kw-D	MBS	Burn-Smith	x	....	32	3	22	10	10	2	6	1		1	UP;W

KENTUCKY *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
HAZARD	WKIC	1430	1kw-D	MBS	Best	3	....	10	....	15	10	9	3•	1	....	....	....	UP;W
HENDERSON	WSON*	860	500-D	K,M	Bogner & Martin	2	....	32	....	5	5	11	8•	¼	6	....	....	UP;W
HOPKINSVILLE	WHOP*	1230	250w	CBS	Bogner & Martin	7	....	13	5	1	x	17	x•	1	6	....	....	UP;W
	WKOA	1480	1kw-D	KBS	Best	....	....	63	....	3	5	11	2	3	6	....	6	AP;A
LEBANON	WLBN	1590	1kw-D	KBS	Best	....	....	36	2	22	3	2	4•	1	5	....	....	AP;W
LEXINGTON	WLAP*	630	5-D,1-N	ABC	Pearson	6	....	14	2	5	8	21	12	5	12	....	....	UP;W
	WLEX	1300	1kw	....	Bolling	....	....	60	....	30	....	....	....	4	6	....	5	AP
	WVLK	590	1kw	MBS	Burn-Smith	9	....	50	4	14	1	18	10•	....	6	....	....	AP;T
LONDON	WFTG	1400	250w	....	Best	....	....	20	½	60	5	10	3•	3	4	....	....	UP;St
LOUISVILLE	WAVE	970	5kw	NBC	NBC Spot	4	....	13	....	6	2	13	1•	5	3	....	....	AP;St,
	WHAS	840	50kw	CBS	Christal	8	....	24	7	10	4	15	3•	2	4	....	....	AP
	WINN	1240	250w	....	Forjoe	....	6	154	....	....		....	1	....	....	....	....	UP
	WKLO	**1080**	**50kw**	ABC	Blair	3	6	60	2	80	6	5	2	2	3	....	....	UP;St
	WKYW	900	1kw-D	....	Burn-Smith		....	75	3	1	1	6	x	....	½	....	....	AP;C,S
	WLOU	1350	1kw-D	....	Gill-Perna	....	....	x	....	....	14	½	2	1	....	....	84	UP
MADISONVILLE	WFMW*	730	250-D	KBS	....	....	....	30	4	16	5	14	3•	2	5	....	5	AP,UP C,St,
MAYFIELD	WNGO*	1320	1kw-D	....	Indie Sales		....	66	½	19	19	14	x•	1	2	....	....	AP;LW
MAYSVILLE	WFTM	1240	250w	K,M	....	6	....	46	2	16	8	12	12•	....	10	....	....	UP;W
MIDDLESBORO	WMIK	560	500-D	KBS	McGillvra	....	....	25	7	19	8	7	6	3	4	....	....	UP;W
MOREHEAD	WMOR	1330	1kw-D	....	....	....	....	21	1	24	8	9	x•	x	3	....	....	UP
NEWPORT	WNOP	740	1kw-D	....	Interstate	....	....	14	16	24	11	7	2	3	....	....	....	UP
OWENSBORO	WOMI*	1490	250w	K,M	Burn-Smith	x	....	25	3	7	9	13	6•	1	3	....	....	AP
	WVJS*	1420	1kw	ABC	Rambeau	5	....	42	5	15	12	11	12•	½	3	....	....	UP
PADUCAH	WKYB*	570	1-D,500-N	NBC	Pearson	8	....	62	6	4	7	14	8•	6	3	....	....	AP;W
	WPAD*	1450	250w	CBS	Sears & Ayer	10	....	52	12	5	7	17	x•	2	....	....	....	UP;T
PIKEVILLE	WLSI	900	1kw-D	....	....	....	....	28	½	37	6	12	3•	4	2	....	....	UP;T
PINEVILLE	WMLF	1230	250w	....	....	....	....	52	2	32	7	11	5•	2	2	....	12	AP
PRESTONSBURG	WPRT	960	1kw-D	....	....	....	....	40	10	15	6	5	3	2	1	....	....	UP
PRINCETON	WPKY	1580	250-D	KBS	Continental	....	....	x	....	x	8	5	x•	1	5	....	....	AP
RADCLIFF	WSAC	1470	1kw-D	....	....	....	....	51	7	6	6	4	....	....	....	....	14	UP;LW
RICHMOND	WEKY	1340	250w	....	....	5	....	56	6	12	5	21	8•	3	6	....	1	UP;T
RUSSELLVILLE	WRUS	800	1kw-D	KBS	Best	....	....	26	....	26	11	8	4•	2	8	....	....	UP;W
SOMERSET	WSFC	1240	250w	MBS	....	x	....	60	11	68	14	24	6•	3	....	....	....	UP;T
VANCLEVE	WMTC	730	1kw-D	....	Continental				9	....	18	9	....	2	2	....	....	AP
WHITESBURG	WTCW	920	1kw-D	....	....	....	....	6	....	50	6	7	4•		¼	....	....	UP;Se
WINCHESTER	WWKY	1380	1kw-D	....	....		....	30	6	20	15	20	x•	10	20	....	....	AP;T

NO INFORMATION: Campbellville, WLCK; Franklin, WFKN; Harrodsburg, WHBN; Louisville, WGRC; Mayfield, KWTM; Monticello, WFLW; Murray, WNBS; Paintsville, WSIP; Paris, WKLK; Pikeville, WPKE.

LOUISIANA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ABBEVILLE	KROF	960	1kw-D	....	....	....	....	31	3	27	6	1		1	2	12	1	AP;W
ALEXANDRIA	KALB*	580	5-D,1-N	ABC	Weed	5	....	48	6	8	10	15	4•	2	5	....	....	AP;W
	KDBS	1410	1kw-D	....	....	....	....	14	x	35	14	x		x	2	....	25	UP
	KSYL	970	1kw	NBC	Everett-McK	7	....	66	3	25	4	15	3	3	1	....	23	AP
BATON ROUGE	WIBR	1300	1kw	....	Walker		1	95	4	14	3	11	1		1	....	¼	AP
	WJBO*	1150	5kw	NBC	Hollingbery	9		28	14		5	20	4•	2	4	....	....	AP,INS
	WLCS	910	1kw	....	Rambeau		6	156			2	10			....	....	....	AP
	WXOK	1260	1kw-D	....	Forjoe			4		14	3	2	½		½	....	75	UP;Se
BOGALUSA	WHXY	920	1kw-D		Thos. Clark			40	1	13	9	x	5	2	½	....	3	AP
	WIKC	1490	250w					57	3	10	10	12	6•	3	2	....	1	AP;C
COVINGTON	WARB	730	250-D		....	....		21		49	6	9			2	....	....	UP;C,T
CROWLEY	KSIG	1450	250w		Thos. Clark			88	9	12	3	4	8•	2	3	10	8	AP;W
DE RIDDER	KDLA	1010	1kw-D	KBS				38	3	38	10	8	4•	2	x	....	½	UP
EUNICE	KEUN	1490	250w	MBS		3		24	3	10	5	10	10•		1	5	10	AP
FERRIDAY	KFNV	1600	1kw-D					21		42	1	7	1		½		21	UP
GOLDEN MEADOW	KLFT	1600	500-D		Best			6		41	5	5	2•	3	2	13	....	UP;St

LOUISIANA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
AMMOND	WFPR	1400	250w	—				63	1	28	4	7	1•		2		4	UP;Se,W
OUMA	KCIL	1490	250w	K,N	Indie Sales	7		17	5	31	6	10	2•	5	½	7	10	AP;W
AFAYETTE	KLFY	1420	1-D,500-N	ABC	Rambeau	3		96		12	6	12	5•		1		.	UP
	KVOL*	1330	1kw	NBC	Meeker	8		13	1	7	½	12	2•	2	6	3	2	AP
AKE CHARLES	KAOK	1400	250w	MBS	Forjoe	3		9		3	5	10	10•				15	UP
	KLOU	1580	1kw	—	Walker			112	4		4	11	8	1			3	AP;LW,St
	KPLC	1470	5-D,1-N	NBC	Weed	x		30	x	x		x	x	x		x	x	AP,UP;W
EESVILLE	KLLA	1400	250-D	—				14		35	14	x	x	7	x			UP
ANSFIELD	KDBC	1360	1kw-D	—	Best			x	x	x	10	1	2•	3	2		8	UP;St
ARKSVILLE	KAPB	1370	1kw-D	—	Best			42	7	15	10	9	1•	1	2	6	4	AP
INDEN	KAPK	1240	100w	—				54	5	12	19	15	2•	3	3		2	UP
ONROE	KLIC	1230	250w	MBS	Dora-Clayton	8	1	45	3	16	4	15	3•	2			10	UP
	KMLB*	1440	5-D,1-N	ABC	Pearson	x		x		x	10	x	7•	5	1		2	UP
	KNOE	1390	5kw	—	H-R Reps			129			2	10	6	1	2		6	AP,UP
ORGAN CITY	KMRC	1430	500-D	KBS	.			81	1	7	2	5	2•				14	UP;T
ATCHITOCHES	KNOC	1450	250w	MBS	—	4		78	15	21	10	19	10•	2	4		10	AP
EW IBERIA	KANE	1240	250w	ABC	—	3		50	6		4	18	7•	½	2			AP;W
	KVIM	1360	1kw-D	—	—			36	4	30	7	6	2	1	2	2	5	UP;C
EW ORLEANS	WBOK	800	1kw-D	—	Forjoe					7	33	2	2	6	½		84	UP
	WDSU*	1280	5kw	NBC	Blair	8	1	37	15		4	14	5•	1	½		.	AP,UP
	WJBW	1230	250w	—	Keller		3	123	.	—	3	12	x	1		2	1	AP
	WJMR*	990	250w	—				25	—	—	1	1				½†		UP
	WMRY	600	1kw-D	—	Gill-Perna	.	—	x	—	—	26		x				84	LW
	WNOE	1060	50kw	—	H-R Reps	.	6	159	—	—	2	14	6		14		2	AP
	WSMB	1350	5kw	ABC	Weed	6	—	71	5	—	5	15	11	2				AP;W
	WTIX	**1450**	**250w**	—	Young	.	6	154	—	—		14	.					UP
	WTPS	940	1-D,500-N	MBS	Branham	x	—	69	9	—	6	19	8•	x	6			AP;A
	WWEZ	690	5kw	—	Webb	.	—	x	—	—	x	11					6	UP
	WWL	870	50kw	CBS	Katz	10	1	77	9	7	4	14	9•	4	5		—	AP,UP; St,T
AKDALE	KREH	900	250-D	KBS	.	.	—	28	—	35	4	6	½•		1			UP
ELOUSAS	KSLO	1230	250w	ABC	Sears & Ayer	5	—	37	x	13	13	15	x•	1	2	8	10	UP
JSTON	KRUS	1490	250w	—			.	70	7	25	6	9	x•		½		4	UP
IREVEPORT	**KANV**	**1050**	**250-D**	—	UB; D-C		—	33	½	—	11	3	3	1	½		84	
	KCIJ	980	5kw-D	—	Gill-Perna	—	.	.	—	60	12	x	.		6		.	INS,UP
	KENT	1550	1-D,500-N	MBS	Walker	2	—	94	4	.	2	15	10•	.	.		½	AP;Se
	KJOE	**1480**	1kw	—	Forjoe		.	84	—	—	3	8	1	.	x	.	—	AP
	KTBS*	710	10-D,5-N	NBC	Petry	6	—	80	3	—	4	26	4•	1	1	.	.	UP
	KWKH*	1130	50kw	CBS	Branham	x	—	x	x	x	4	x	3	1	5		7	AP,UP
LPHUR	KSUL	1310	500-D	—	Best	.	—	—	—	36	7	6	2	4	1	1	—	UP;St
LLULAH	KTLD	1360	500-D	KBS	Best		—	30	2	15	6	2	3•	4	8		16	UP;T
IBODAUX	KTIB	630	500-D	—	Best	—	.	46	7	6	4	2	1•	3	¼	½	6	AP
INNFIELD	WVCL	1270	1kw-D	—	Best	.	—	36	5	24	4	8	1•	3	2		3	UP

INFORMATION: Bastrop, KTRY; Baton Rouge, WAFB; Jennings, KJEF; New Orleans, WRCM; Shreveport, KRMD; Springhill, KBSF; Ville Platte, KVPI

MAINE

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
IGUSTA	WFAU	1340	250w	MBS	R. O'Connell	7		x	7	x	8	15	x•	1	3	1	.	UP;St,W
	WRDO	1400	250w	NBC	Weed	7		26	2	2	6	18	1	4	3		—	UP;T
NGOR	WABI	910	5kw	ABC	Hollingbery	6		80	9	7	18	x	9•	10	6			AP
	WGUY	1230	250w	—	R. O'Connell	.	¼	85	6	14	½	8	21•	1	1			UP
	WLBZ	620	5kw	NBC	Weed	6	.				5	18	x•	2	6		—	
DDEFORD	WIDE	1400	250w	MBS	Hollingbery	6		22	8	5	9	21	2•	4	½	8		AP;W
UNSWICK	WCME	900	250-D	—				60	20	.	2	7			1		—	AP;W
ULTON	WABM	1340	250w	—	Webb		.	—	—	—	7	11	3•		20	.	—	T

MBOLS: * am-fm station; ‡ fm station; D—daytime power; N—night power; • local sports covered; † Lat. Amer. included; x figure unspecified; — category unclaime

MAINE (*continued*)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
LEWISTON	WCOU*	1240	250w	MBS	R. O'Connell	3	—	33	20	18	4	16	4•	4	2	3	—	AP;Se, St,W
	WLAM	1470	5kw	ABC	Everett-McK	7	—	33	7	1	4	18	4•	3	¼	3	—	AP;T
PORTLAND	WCSH	970	5kw	NBC	Weed	8	—	46	—	—	2	15	1	3	4	—	—	UP
	WPOR	1190	250w	A,M	Hollingbery	x	1	48	8	—	5	13	18•	1	—	—	—	AP
PRESQUE ISLE	WAGM	1450	250w	MBS	Webb	2	—	43	3	8	10	15	15•	3	5	½	—	UP;T
ROCKLAND	WRKD	1450	250w	ABC		4	—	40	9	5	7	22	13•	3	5	1	—	UP;St
RUMFORD	WRUM	790	1kw-D	—	R. O'Connell		—	45	8	6	3	6	3•	3	2	—	—	AP;Se,W
SKOWHEGAN	WGHM	1150	1kw-D	—	R. O'Connell		—	18	—	4	4	10	4•	—	3	—	—	AP;W
SOUTH PARIS	WKTQ	1450	250w	—			—	48	13	8	3	5	x•	3	¼	½	—	AP;T
WATERVILLE	WGHM	(See SKOWHEGAN)																
	WTVL	1490	250w	ABC	Hollingbery	10		19	6	3	8	18	2•	2	1	½	—	UP;C,S

TV INFORMATION: Portland, WGAN.

MARYLAND

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANNAPOLIS	WANN	1190	1kw-D	—	Dora-Clayton	—	—	—	—	—	17	2	2	—	½	3	98	UP
	WASL	810	250-D	—		—	—	18	5	24	12	9	1	1	3	1	—	AP;W
	WNAV*	1430	1kw	—	Forjoe	—	—	60	20	—	8	16	x•	x	x	—	12	AP;T,W
BALTIMORE	WAYE	860	500-D	—	Best	—	—	8	1	—	1	8	2	9	—	—	—	UP;St
	WBAL	1090	50kw	NBC	Christal	8	6	47	5	—	2	9	2•	2	7	—	12	All;Se,T
	WBMD	750	1kw-D	—		—	—	—	—	36	19	6	1	3	½	8	—	UP
	WCAO*	600	5kw	—	Radio-Tv Reps	—	—	29	3	—	3	12	2•	5	—	—	—	AP
	WEBB	**1360**	**5kw-D**	—	Gill-Perna	—	—	4	—	—	10	4	18	—	½	—	84	AP
	WFBR	1300	5kw	ABC	Blair	4	—	52	7	—	5	12	2	3	—	—	—	AP,UP
	WITH*	**1230**	**250w**	—	Forjoe	—	6	150	x	—	—	14	—	—	—	—	20	AP;St
	WITH‡	104.3	20kw	—	GMB	—	—	—	91	—	—	11	—	—	—	—	—	AP;St
	WSID	1010	1kw-D	—	United	—	—	x	—	—	6	3	—	—	—	—	54	INS,UP
	WWIN	1400	250w	—	Meeker	—	—	89	—	—	3	4	30	—	—	—	—	—
BETHESDA	WUST*	(See DISTRICT OF COLUMBIA)																
CAMBRIDGE	WCEM	1240	250w	KBS		—	—	90	8	7	4	13	4•	—	5	—	—	AP;Se
CUMBERLAND	WCUM*	1230	250w	CBS	Thos. Clark	7	2	56	18	—	4	24	10•	2	1	—	—	AP
	WTBO	1450	250w	NBC	Branham	8	1	51	10	19	2	x	2•	1	—	—	—	AP
DUNDALK	WAYE	(See BALTIMORE)																
	WEBB	(See BALTIMORE)																
FREDERICK	WFMD	930	1kw	CBS	Gill-Perna	7	—	34	4	22	5	6	7•	1	18	—	—	AP
HAGERSTOWN	WARK	1490	250w	CBS	United	5	—	58	7	2	5	17	19•	2	2	—	—	UP;W
	WJEJ*	1240	250w	A,M	Burn-Smith	8	1	40	18	2	6	20	13•	5	7	—	—	AP;T
HAVRE DE GRACE	WASA	1330	1kw-D	—		—	—	60	10	30	6	18	6	2	3	—	3	AP;St
LEONARDTOWN	WKIK	1370	1kw-D	—		—	—	24	—	24	3	10	2	—	3	—	—	UP
LEXINGTON PARK	WPTX	920	500-D	KBS		—	—	68	4	—	3	9	1	5	—	—	2	AP;LW
MORNINGSIDE	WPGC	1580	1kw-D	—		—	—	54	—	12	—	7	x•	—	—	—	—	AP
ROCKVILLE	WINX	(See DISTRICT OF COLUMBIA)																
SALISBURY	WBOC	960	5-D,1-N	MBS	Burn-Smith	8	½	27	8	4	5	11	2•	2	8	—	—	AP;T
SILVER SPRING	WGAY	(See DISTRICT OF COLUMBIA)																
TOWSON	WTOW	1570	1kw-D	—		—	—	25	28	—	3	8	½	—	2	—	—	AP
WESTMINSTER	WTTR	1470	1kw-D	—		—	—	76	2	6	3	6	3•	3	6	—	—	

TV INFORMATION: Baltimore, WCBM; Pocomoke City, WDVM; Wheaton, WDON.

MASSACHUSETTS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ATTLEBORO	WARA	1320	1kw	—	Walker	—	—	75	14	—	5	21	8•	35	½	—	—	UP
BOSTON	WBMS	1090	1kw-D	—	Indie Sales			14	7	—	7	x	—	5	1	17	15	UP
	WBOS	1600	5kw	—	Rambeau	—	2	69	—	—	5	5	—	—	—	59	—	UP
	WBZ	1030	51kw	W	PGW	—	6	97	37	—	2	15	6•	—	5	—	—	AP,UP
	WCOP*	1150	5kw	—	Radio-Tv Reps	—	6	162	—	—	—	14	—	—	—	—	—	AP,UP

MASSACHUSETTS *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
OSTON	WCRB*	1330	5-D,1-N	—	GMB		½		124	2	1	7						UP
(cont.)	WEEI*	590	5kw	CBS	CBS Radio Spot	8	1	18	39		2	23	2	10	3			AP,UP
	WHDH*	850	50kw		Blair		6	119	12		3	21	8•	2	3			AP
	WMEX	1510	5kw	—				79	5	2	10	10	2•	2	1	3	14	
	WNAC*	680	50kw	M,N	H-R Reps	7	1	10	1	½	10	29	3	5				INS,UP
	WORL	950	5kw-D		Headley-Reed			80			1	5	½					
	WTAO*	710	250-D		R. O'Connell			80			1	7	1					UP
	WVDA	1260	5kw	ABC	Raymer	4	1	83	5	5	6	18	5	5	2			AP
	WXHR‡	96.9	20kw	—			½		126			3						UP
ROCKTON	WBET*	1460	1kw		Walker			11	10	1	5	35	x•	6	1	½		T
ROOKLINE	WBOS	(See BOSTON)																
AMBRIDGE	WTAO*	(See BOSTON)																
	WXHR‡	(See BOSTON)																
HICOPEE	WACE	730	1kw-D	—	Bolling			50			½	3	18•	5		10		INS;T
ALL RIVER	WALE	1400	250w	MBS	R. O'Connell	4		93	10	6	8	28	12•	4		10		UP
TCHBURG	WSAR	1180	5kw	ABC	Headley-Reed	x		56	16	1	1	11	2•	3	2	6		
	WFGM	1580	1kw-D	—	Walker			61	5	2	3	11	1	3	1	½		UP
RAMINGHAM	WKOX	1190	1kw-D	—	Webb			80	7	5	2	10	1•		1	2		UP
ARDNER	WGAW	1310	250w	ABC	Webb	x		70	27	1	5	8	1•			½		UP
REAT BARRINGTON	WSBS	860	250-D	—				21			19	6			6			
REENFIELD	WHAI*	1240	250w	MBS	Walker	6		36	3	—	7	38	3•	6	8	2		AP;Se
AVERHILL	WHAV	1490	250w	—	Stars National		6	80	11		1	19	2•		2	2		UP
OLYOKE	WREB	930	500-D	—				84				7	x					AP,UP
AWRENCE	WCCM	800	1kw-D	—				70	8		1	7	3•	2	½			UP;St
OWELL	WCAP	980	1kw-D	—	Webb			60			3	14	7•	2				UP
	WLLH*	1100	250w	MBS		x		36	14		8	15	x•		½			UP;A
YNN	WLYN	1360	1kw-D	—	Walker	7		36	2	—	3	9				4		UP
EDFORD	WHIL	1430	1kw-D	—	Bdest Tm Sls			75		3	1	8	1•			5		UP
EW BEDFORD	WBSM*	1420	1kw	—	Bolling			85	3	3	5	17	5•	3	½	4		UP
	WNBH*	1310	250w	MBS	Walker	7		36	2	—		20	1•	3	2	1	¼	AP
ORTH ADAMS	WMNB	1230	250w	—	McGillvra			67	20	3	6	10	9•	5	2	3		AP;T
ORTHAMPTON	WHMP	1100	250w	—	Webb			91	12	3	5	15	6•		1	3		UP
RANGE	WCAT	1390	1kw-D	—				55	—	7	3	5	1•	3	3			UP;T
TTSFIELD	WBEC*	1420	250w	ABC	Everett-McK	6		32	12	—	9	19	5•	1		1		AP;W
	WBRK	1340	250w	MBS	Walker	6		50	15	—	5	22	5•	3	1	2		UP
UINCY	WJDA	1300	1kw-D	—				11	8	3	2	11	x•	5	1			UP;W
ALEM	WESX	1230	250w	—				72	8		2	4	3•	3	2	2		UP;W
OUTHBRIDGE	WESO	970	500-D	—	Walker			72	9	6		18	x•	3	3	3		UP
RINGFIELD	WBZA	1030	1kw	—	PGW		6	97	37	—	2	15	6•	—	5			AP,UP
	WHYN*	560	1kw	CBS	Branham	12		56	1	1	3	19	6•	5	½	2		UP
	WJKO	1600	5kw-D	—	Gill-Perna			30	12	12	5	5	3	2	6	12	12	UP
	WMAS*	1450	250w	MBS	H-R Reps	5		79	7	1	7	21	x					UP
	WSPR	1270	1kw	ABC	Hollingbery	2		72	5	5		11	x					AP
	WTXL	1490	250w	—	Walker		6	120	24	—	1	16						UP
AUNTON	WPEP	1570	1kw-D	—	Walker			24	4	2	4	9	3•	1	1	2		UP
ARE	WARE	1250	1kw-D	MBS	Webb	2		60	8	5	1	10	1•		11	12		UP
. YARMOUTH	WOCB*	1240	250w	MBS	Walker	5		25	28	2	10	17	x•	6				UP
ORCESTER	WAAB	1440	5kw	A,M	Hollingbery	5		71	24	6	7	15	7	3		2		AP
	WNEB	1230	250w	—	Bolling			53	12	9	3	8	2	2				UP
	WORC	1310	1kw	—	Forjoe		6	150		6	3	9		3	1	5		AP;All
	WTAG*	580	5kw	CBS	Christal	9		32	8	1	3	16	2•	5	3		—	AP

) INFORMATION: Fitchburg, WEIM.

MICHIGAN

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ORIAN	WABJ	1490	250w	ABC		3		58	12		6	20	10•	1	5	1†		UP
.MA	WFYC	1280	1kw-D	—				54	3		2	11	2•	1	2			UP;LW,V
PENA	WATZ	1450	250w	MBS	Helman	9		40	—	1		12	11•				—	AP
NN ARBOR	WHRV	1600	1kw	ABC	Walker	8	1	30	8	2	3	17	8•	4			3	AP
	WPAG	1050	1kw-D	—	Everett-McK	—	—	27	6	2	5	8	2•		12	5	3	AP;T

MICHIGAN *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ATTLE CREEK	WBCK	930	1kw	MBS	Burn-Smith	7	—	40	7	—	5	14	9•	—		—	—	UP;W
	WELL	1400	250w	ABC	Meeker	5	—	35	10	5	7	12	1	5	—	—	—	AP;T
AY CITY	WBCM	1440	1kw	ABC	Hollingbery	6	—	40	5	—	10	23	4•	5	10	—	—	UP;W
	WWBC	1250	1kw-D	—	Best	—	—	60	1	1	5	15	2	2	2	—	—	AP
NTON HARBOR	WHFB*	1060	1kw-D	—	Holman	—	—	36	9	¼	7	9	3•	3	5	—	½	AP;T,W
G RAPIDS	WBRN	1460	1kw-D	—	Best	—	—	26	12	7	8	2	x•	1	1	—	—	AP;Se,T
ADILLAC	WATT	1240	250w	MBS	Holman	7	—	14	1	—	—	13	11•		2	—	—	AP
HEBOYGAN	WCBY	1240	250w	—	Best	—	—	52	2	3	4	16	15•	2	2	1	—	AP;T
OLDWATER	WTVB*	1590	5-D,500-N	—	Best	—	—	65	10	5	15	15	7•	—	9	—	—	AP;W
EARBORN	WKMH*	(See DETROIT)																
ETROIT	**CKLW***	**800**	**50kw**	MBS	Young	5	6	86	4	6	15	19	5	6	6	—	2	INS,UP;T,W
	WCHB	(See INKSTER)																
	WJBK*	**1500**	**10-D,1-N**	—	Katz	—	6	120	35	7	8	11	3	—	3	—	6	AP,INS
	WJLB*	1400	250w	—	Forjoe	—	6	40	3	2	13	10	½	1	1	53†	53	AP
	WKMH*	1310	5kw	—	Headley-Reed	x	6	121	12	—	3	—	8•	—	1	—	—	AP,UP
	WLDM‡	95.5	20kw	—	GMB	—	2	90	50	—	—	4	—	—	—	—	—	AP;All
	WWJ*	**950**	**5kw**	NBC	PGW	7	6	42	47	—	4	14	1•	1	—	—	—	AP,UP;T
	WXYZ*	1270	5kw	ABC	Blair	x	1	65	9	—	5	12	7•	2	—	—	16	INS,UP;
CANABA	WDBC	680	1kw	—	—	—	—	5	5	10	5	22	x•	3	5	—	—	AP
LINT	WAMM	1420	500-D	—	Rambeau	—	—	86	—	—	½	7	—	—	—	—	25	UP
	WBBC	1330	1kw	MBS	Weed	4	—	40	20	—	6	11	5•	—	—	2	10	AP
	WFDF	910	5kw	NBC	Katz	6	½	60	2	6	3	21	10	2	4	—	½	AP;St,T
	WKMF	1470	1kw	—	Headley-Reed	—	6	103	5	—	2	11	8•	5	5	—	—	AP
	WMRP	1570	1kw-D	KBS	Best	—	—	10	9	12	20	7	—	—	—	—	7	UP
	WTAC	600	1kw	ABC	Hollingbery	4	6	142	1	½	5	20	2	—	3	—	—	UP;W
REMONT	WBFC	1490	250w	—	Best	—	—	18	13	20	15	10	3•	5	6	—	—	AP
AYLORD	WATC	900	1kw-D	MBS	Holman	x	—	21	9	11	11	6	2•	2	2	—	—	—
RAND HAVEN	WGHN	1370	500-D	—	—	—	—	68	11	1	3	8	5•	4	1	—	—	UP;T
RAND RAPIDS	WFUR	1570	1kw-D	—	—	—	—	—	20	—	26	10	4	2	1	—	—	UP
	WGRD	1410	1kw-D	—	Gill-Perna	—	—	46	—	8	2	6	x	2	2	7	—	AP;St
	WJEF*	1230	250w	CBS	Avery-Knodel	8	1	48	6	—	4	16	2•	2	½	—	—	AP;T
	WLAV*	1340	250w	A,M	Burke-Stuart	8	1	35	6	6	10	13	2•	3	—	—	3	UP
	WMAX	1480	1kw-D	—	—	—	—	75	—	—	2	9	1	—	—	2†	—	UP
	WOOD	1300	5kw	NBC	Katz	6	—	58	6	8	6	16	10•	5	2	—	—	AP
ILLSDALE	WBSE*	1340	100w	—	Best	—	—	25	35	2	3	1	3•	—	½	—	—	AP;T
OLLAND	WHTC	1450	250w	—	Best	—	—	45	19	2	12	14	x•	5	2	—	—	AP;W
OUGHTON LAKE	WHGR	1290	1kw-D	—	Best	—	—	x	x	x	7	7	3•	2	8	—	—	AP
NKSTER	WCHB	1440	500-D	—	Pearson	—	—	13	1	5	22	5	6	6	—	—	82	AP;T
ONIA	WION	1430	500-D	—	Best	—	—	60	—	9	8	11	4	5	5	—	—	AP;T
ON RIVER	WIKB	1230	250w	KBS	Best	—	—	57	14	14	4	19	x•	—	½	—	—	AP;T
ONWOOD	WJMS	630	1kw	—	Best	—	—	48	12	9	5	11	10•	4	2	—	—	—
HPEMING	WJPD	1240	250w	—	—	—	—	76	19	23	10	15	15•	6	—	2	—	AP;W
ACKSON	WIBM*	1450	250w	ABC	Weed	7	6	107	5	3	8	22	12•	5	3	3	—	—
	WKHM	970	1kw	MBS	Headley-Reed	3	1	80	—	—	3	14	3•	—	3	—	—	—
ALAMAZOO	WKLZ	1470	500-D	—	Gill-Perna	—	—	61	3	3	5	7	x	3	2	—	—	UP
	WKMI	1360	5kw	—	Bdcst Time SIs	—	3	125	—	—	5	12	2	—	1	—	—	UP
	WKZO	590	5kw	CBS	Avery-Knodel	7	½	35	7	5	7	16	4•	3	9	—	—	AP;T
ANSING	WILS	1320	5-D,1-N	—	V,R&McC		6	132	—	12	7	14	x•	—	1	—	—	AP
UDINGTON	WKLA	1450	250w	ABC	Best	7	—	40	—	—	11	11	10•	3	3	3†	—	UP
ANISTEE	WMTE	1340	250w	—	Best	—	—	x	x	x	6	15	3•	3	6	—	—	AP;T
ARINE CITY	WDOG	1590	1kw-D	—	—	—	—	80	—	4	2	7	2	1	2	1	—	UP
ARQUETTE	WDMJ	1320	1kw	MBS	—	6	—	35	8	7	10	19	11•	1	3	—	—	—
IDLAND	WMDN	1490	250w	—	Best	—	—	50	28	14	9	8	4	5	2	7	—	AP;T
ONROE	WMIC	560	500-D	—	—	—	—	34	3	7	6	10	2	4	7	2	—	UP
OUNT PLEASANT	WCEN	1150	1-D,500-N	—	Best	—	—	94	11	1	7	28	4•	3	9	—	—	AP;LW,Se,T
USKEGON	WKBZ*	850	1kw	ABC	Meeker	x	—	16	8	2	9	18	3•	3	3	—	—	AP;LW,T
	WMUS	1090	1kw-D	—	McGillvra	—	—	6	15	3	35	7	6	3	5	—	2	AP
ILES	WNIL	1290	500-D	—	—	—	—	41	11	4	5	12	3	3	3	—	—	AP
AK PARK	WLDM‡	(See DETROIT)																
WOSSO	WOAP	1080	250-D	KBS	McGillvra	—	—	45	1	2	10	7	3	—	2	—	—	AP
TOSKEY	WMBN	1340	250w	MBS	Holman	12	—	22	1	—	—	15	11•	—	½	—	—	AP
ONTIAC	WCAR	1130	10kw	—	—	—	—	45	—	6	7	x	3	—	—	—	—	All
	WPON	1460	500w	—	—	—	—	101	1	3	x	15	5	—	1	3†	—	AP;T

Put your money where the people are

Broadcasting to beavers gets you nowhere—but pleasing people makes cash registers sing with joy.

WWJ's new Hi-Fi signal, personalities, news coverage, and feature programming concentrate on *people*—the big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend.

Bow to beavers when you're on a holiday. Use WWJ when you're bidding for sales.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1⅓ million cars and spend over $5 billion annually for retail goods.

WWJ AM AND FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

MICHIGAN (*continued*)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ORT HURON	WHLS	1450	250w	.....	Gill-Perna	....	1	24	2	1	1	15	3•	..	x	.	2	AP,INS LW,St,T
	WTTH	1380	1kw	ABC	....	8	....	50	10	2	3	26	6•	3	2	....	....	AP;St
ODGERS CITY	WHAK	960	5kw-D	.....	.. ..	.	....	36	10	16	11	14	3	¼	2	..	....	UP;T
AGINAW	WKNX	1210	1kw-D	....	Gill-Perna	...	.. .	78	2	5	2	9	x	.	.	.	.	UP;W
	WSAM*	1400	250w	NBC	Headley-Reed	6	½	70	4	..	4	30	18•		7	.	.	AP
	WSGW	790	1kw	MBS	Pearson	x	..	53	6	10	4	11	12•	1	5	3†	5	AP
AULT STE. MARIE	WSOO	1230	350w	. ....		.		30	12	4	7	17	14•	2	2	..	..	AP;Se,T
URGIS	WSTR*	1230	250w	.. ....	Best	.	...	15	23	9	8	4	3•	1	7	..	..	AP
RAVERSE CITY	WTCM	1400	250w	MBS	Holman	9		27	3	....	...	14	13•		2	....	..	AP

O INFORMATION: Albion, WALM; Bad Axe, WLEW; Detroit, WJR; Houghton, WHDF; Iron Mountain, WMIQ; Lansing, WJIM; Menominee, WMAW; Muskegon, WK
yal Oak, WEXL.

MINNESOTA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
LBERT LEA	KATE	1450	250w	ABC	Meeker	6	....	65	5	5	10	15	x•	5	10	....	....	UP;St
LEXANDRIA	KXRA	1490	250w	ABC	....	8	....	38	10	20	5	14	4•	3	2	....	....	UP
USTIN	KAUS	1480	1kw	MBS	.....	x	....	52	1	17	12	x	x•	10	12	....	....	....
EMIDJI	KBUN	1450	250w	MBS	.. ..	6	....	15	8	8	8	24	11•	2	2	¼	....	UP;W
RAINERD	KLIZ	1380	1kw-D	.....	Walker	....	....	22	12	10	1	7	3•	3	1	....	....	UP;A,W
LOQUET	WKLK	1230	250w	.....	. .. .	....	....	48	30	25	3	8	6•	....	1	4	....	UP
ROOKSTON	KROX	1260	1-D,500-N	.....	Cooke	..	..	50	1	70	12	13	6•	..	7	1	....	UP;T,W
ETROIT LAKES	KDLM	1340	250w	.....	Continental	...	1	70	....	9	8	26	x•	3	10	....	....	UP;W
ULUTH-	KDAL	610	5kw	CBS	Avery-Knodel	8	6	85	4	5	5	20	1	5	¼	....	....	UP;LW
SUPERIOR, WIS.	WDSM	(See SUPERIOR, WIS.)																
	WEBC	560	5kw	NBC	Hollingbery	4	...	108	20	....	2	11	2	....	2	....	....	UP
Y	WELY	1450	250w	KBS	Rambeau	....	....	81	3	....	2	11	8	6	....	....	....	UP;W
IRMONT	KSUM	1370	1kw	MBS	Rambeau	7	....	18	6	2	5	19	3•	5	4	....	....	UP;T
RIBAULT	KDHL	920	1kw	.....	....	....	....	50	....	18	2	14	10•	6	36	....	....	UP;C,S
RGUS FALLS	KGDE	1250	1-D,500-N	MBS	....	x	....	50	18	6	7	23	4•	1	4	½	....	AP
IBBING	WMFG	1240	250w	NBC	Hollingbery	7	....	45	5	3	9	16	3•	....	1	....	....	UP
UTCHINSON	KDUZ	1260	1kw-D	.....	Best	....	....	58	3	15	3	9	3	....	5	½	....	UP
TTLE FALLS	KLTF	960	500-D	.....	.....	....	....	26	3	15	10	8	5•	3	7	....	....	UP;C,W
ANKATO	KTOE	1420	5kw	ABC	Pearson	2	....	70	2	....	2	14	5•	4	20	11	....	Co
	KYSM*	1230	250w	NBC	Meeker	9	½	50	8	6	5	24	6•	3	6	....	....	....
INNEAPOLIS-	KEVE	1440	5kw-D	.....	Gill-Perna		....	43	11	9	12	7	2	...	2	....	....	AP;St
ST. PAUL	KSTP	1500	50kw	NBC	Petry	8	1	48	8	3	3	12	2	2	2	....	....	Se,T

Larry Bentson says . . .

WLOL SOUNDS GOOD . . . LIKE A GOOD RADIO STATION SHOULD*. . .

**like any pipe-smoker knows.*

And Twin Citians listen good to WLOL. It's their kind of station . . . top music format, top newscasts, and top lineup of advertisers. The five famous song chefs who serve this million-and-a-half market its favorite entertainment dish are WLOL's Big 5 disc jockeys. What they play, Twin Citians sing. What they sell, Twin Citians buy!

WLOL

MINNEAPOLIS • ST. PAUL

1330 on the dial • 5000 watts

LARRY BENTSON, President
Wayne "Red" Williams, Mgr.
Joe Floyd, V.P.

Represented by AM RADIO SALES

MINNESOTA *(continued)*

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
MINNEAPOLIS-ST. PAUL (cont.)	WCCO	830	50kw	CBS	CBS Radio Spot	6	1	49	15		2	26	4•	3	7			AP,UP;S
	WDGY	**1130**	**50kw**		Blair		1	115			5	11			2			UP
	WISK	1590	5kw-D		Rambeau			14			4	9	x			1		UP
	WLOL	**1330**	**5kw**		AM Radio Sales		6	118			2	28	17•					AP,UP
	WMIN	1400	250w		Headley-Reed			130			2	10						AP
	WPBC	980	1kw-D		Sears & Ayer				78		2	7		3	3			UP
	WTCN*	1280	5-D,1-N	ABC	Katz	3	1	120			5	3	2•		1			AP,UP
MOORHEAD	KVOX	(See FARGO, N. D.)																
NEW ULM	KNUJ	860	1kw-D	KBS				x		70		7	4	1	3			AP;LW
OWATONNA	KRFO	1390	500-D					50		27	6	8	9•	2	5			UP;St
RED WING	KCUE	1250	1kw-D		Rambeau			70			5	2	4		3			AP;BMI
ROCHESTER	KROC	1340	250w	NBC	Meeker	8		15	7	6	1	21	2•	3	11			
ST. CLOUD	KFAM*	1450	250w	NBC	Pearson	8		19	2	12	6	25	6•	6	9	1		AP
	WJON	1240	250w	ABC	Rambeau	3		96		4	4	8	1		2			
STILLWATER	WAVN	1220	250-D	KBS				70	10	4	3	14	3•	5	2			UP
THIEF RIVER FALLS	KTRF	1230	250w					56	6	20	15	16	4•	3	12			UP
VIRGINIA	WHLB	1400	250w	NBC	Hollingbery	7		20	4	5	5	18	3•	2	2	3		UP;W
WADENA	KWAD	920	1kw	MBS		5		42		30	14	18	x•		8	x		UP
WILLMAR	KWLM	1340	250w	ABC	Pearson	5		43	14	12	11	23	5•	1	9	½		UP;St
WINONA	KWNO*	1230	250w	ABC	Pearson	7		40	10	10	5	14	10•		5	1		AP;St,W
WORTHINGTON	KWOA	730	1kw-D					50	20	2	10	12	2	10	12			UP;C,LW

NO INFORMATION: Albany, KASM; Breckenridge, KBMW; Eveleth, WEVE; Grand Rapids, KOZY; Marshall, KMHL; Montevideo, KDMA; Pipestone, KLOH; Redwood Fa LGR.

MISSISSIPPI

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ABERDEEN	WMPA	1240	250w		Best			56	1	12	7	6					6	UP
ARMORY	WAMY	1580	5kw-D					32	3	37	5	7	2•	1	x		4	AP;C
BATESVILLE	WBLE	1290	1kw-D	KBS	Best			40	2	16	4	10	5•	3	3		4	AP;T
BILOXI	WDEB	1390	1kw-D		Thos. Clark			12		24	6	7	2	6	2		3	UP;St
	WLOX	1490	250w	MBS	Holman; D-C	x	6	100	1		10	21	x•	3	x	½		UP;LW
	WVMI	570	1kw-D		McGillvra			26	5	28	14	7	1		3			UP
BOONEVILLE	WBIP	1400	250w	KBS	Best			67	6	32	8	7	2•	3	2		6	UP;W
BROOKHAVEN	WCHJ	1470	1kw-D		Best			36		35	7	7	3•	2	4			AP
CANTON	WDOB	1370	1kw-D	KBS	Indie Sales			24		30	2	2	1		2		10	UP;T
CENTREVILLE	WGLC	1580	250-D	KBS	Continental			48	2	4	6	14	2•	2	6		2	UP;C
CLARKSDALE	WKDL	1600	1kw-D					65		12	1	9	2	2	2		10	UP
	WROX	1450	250w	MBS	McGillvra	3		52	5	7	9	12	14•	5	7		28	AP
CLEVELAND	WCLD	1490	250w		Best					27			2•		10		18	AP
COLUMBIA	WCJU	1450	250w	K,M		6		15		8	6	11	5•		1		1	
COLUMBUS	WACR	1050	1kw-D		Best			24	6	12	6	8	7•		½		7	UP;St
	WCBI	550	1kw	K,M	McGillvra	3		47		8	5	31	4•	5	6		7	AP
CORINTH	WCMA	1230	250w	MBS	Headley-Reed	2		50		47	5	6	4	1	2		½	UP;C,T
GREENVILLE	WGVM	1260	1kw-D		Devney			50			6	x	3•		1		10	UP
GRENADA	WNAG	1400	250w	MBS	McGillvra	3		62	7	24		20	12•				6	
GULFPORT	WDEB	(See BILOXI)																
	WGCM*	1240	250w	ABC	Bogner & Martin	9		24	7	3	6	14	4•		½		4	
	WVMI	(See BILOXI)																
HATTIESBURG	WBKH	950	5kw-D		McGillvra			53		30		9	3	1	3		10	UP;C,T
	WFOR	1400	250w	NBC	Rambeau	6		10	12	25	4	27	8•	2	2			UP
	WHSY	1230	250w	A,M	Thos. Clark	10		23	4	16	5	14	15•		3		5	AP
HAZLEHURST	WMDC	1220	250-D	KBS	McGillvra			37	3	18	2	11	2•	3	2		9	UP
HOUSTON	WCPC	1320	1kw-D					21		36	18	10	2		3		7	AP
INDIANOLA	WNLA	1380	500-D					50	4	6	5	8	1•	3	1			UP
JACKSON	WJDX*	620	5-D,1-N	NBC	Hollingbery	9		5	2	4	3	11	1	2	5			
	WJXN	1450	250w		Webb		6	154				14						
	WOKJ	1590	1kw-D		McGillvra						35	7	1•	3	½		84	
	WRBC	1300	5kw	MBS	Rambeau	4		85	1	10	5	18	20•					AP
	WSLI	930	5kw	ABC	Weed	2		15	4		4	15	x•					AP;W
LAUREL	WAML	1340	250w	NBC	Hollingbery	7		56		2	2	7	6•		2			AP;W
	WLAU	1490	250w	A,M	McGillvra	6		40	4	23	10	16	9•	3	3		5	UP

SYMBOLS: * am-fm station; ‡ fm station; D—daytime power; N—night power; • local sports covered; † Lat. Amer. included; x figure unspecifie; — category unclain

MISSISSIPPI *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
OUISVILLE	WLSM	1270	1kw-D		Best			20		30	8	6	4•	4	6		10	AP
ERIDIAN	WMOX	1240	250w		McGillvra			84	2	14	5	15	20•	10	2		15	AP;T
	WTOK	1450	250w	ABC	Walker	3		98				x					14	AP
ATCHEZ	WMIS	1240	250w	NBC				79	2	9	3	25	10•	½	3		8	UP;W
EW ALBANY	WNAU	1470	500-D	KBS				24	18	9	10	9	4•	2	3			AP;W
EWTON	WEGA	1410	1kw-D		Best			60	3	12	10		1•	3	3		6	
XFORD	WSUH	1420	1kw-D		Best			57	4	4	3	9	5•	1	4		5	UP;W
ASCAGOULA	WPMP	1580	1kw-D	A,K	Best	4		31	5		8	18	6•	1	3		2	UP;C,T
HILADELPHIA	WHOC	1490	250w	KBS	Best			56	½	21	7	10	2	2	2		4	UP;C
CAYUNE	WRJW	1320	5kw-D		McGillvra			12	1	24	9	5	½	2	¼		½	AP
ARKVILLE	WSSO	1230	250w	KBS				53	4	19	16	14	6•	6	10		15	AP;C
UPELO	WELO	580	1kw	MBS	McGillvra	4		41		15	7	22	15•	1	2		3	AP;C,T
ICKSBURG	WQBC	1420	1-D,500-N	K,M	Bogner & Martin	x		42	14	2	7	12	2					AP;C
	WVIM	1190	250w		Thos. Clark; D-C			70		24		12	1•	6			6	W
AYNESBORO	WABO	990	250-D		Best			36	6	10	3	7	3•	1	2		3	AP
EST POINT	WROB	1450	250w	MBS	McGillvra	7		30	2	15	7	22	6•	4	1		4	AP;T

) INFORMATION: Brookhaven, WJMB; Forrest, WMAG; Greenville, WJPR; Greenwood, WABG, WGRM; Jackson, WJQS; Kosciusko, WKOZ; Macon, WMBC; McCo APF, WHNY; Meridian, WCOO; Natchez, WNAT; Tupelo, WTUP; Yazoo City, WAZF.

MISSOURI

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ONVILLE	KWRT	1370	1kw-D		Indie Sales			28	9	8	1	7	6•	1	5			AP;St
OOKFIELD	KGHM	1470	500-D		Indie Sales			8		1	3	1	1•	1	8			AP
ARTHAGE	KDMO	1490	250w	KBS	Continental	x		45	3	12	6	9	2		8			AP
ARUTHERSVILLE	KCRV	1370	1kw-D					44		9	7	8	3•	3	2			UP;T
HARLESTON	KCHR	1350	1kw-D	KBS	Continental			30	4	21	7	7	x		2		4	AP;T
HILLICOTHE	KCHI	1010	250-D		Best			40	4	2	2	9	3•	4	5			AP
INTON	KDKD	1280	1kw-D		Indie Sales			40		15		8		2	10			UP;St
OLUMBIA	KBIA	1580	250-D		Best			66	2	2		10			½			AP
	KFRU	1400	250w	ABC	Webb	6	1	56	15	2	4	12	3•	1	9			AP;LW, T,W
ARMINGTON	KREI	800	1kw-D		Best			50		5	10	8	x•		5			AP
STUS	KJCF	1010	250-D					64	6	14	7	12	x•	2	1			UP
AT RIVER	KFMO	1240	250w	MBS		x		25		10	10	20	x•	2	3			UP
LTON	KFAL	900	1kw-D		Indie Sales			29	½	18	10	10	2		18			UP;St
NNIBAL	KHMO	1070	5-D,1-N	MBS	Webb	3		50	6	10	6	17	5•	3	15			AP
DEPENDENCE	KIMO	1510	1kw-D		Best			20		50	3	4	1•		1			AP
FFERSON CITY	KLIK	950	5kw-D		Walker			53		2		17	x•	9	16			UP;St,W
	KWOS*	1240	250w	K,M	Bogner & Martin	x		16	9	10	7	15	11•	2	10			AP
PLIN	KFSB	1310	5-D,1-N		Meeker			90	6		3	15	10•		6			UP;W
	KOAM	(See PITTSBURG, KANS.)																
	WMBH*	1450	250w	MBS	Sears & Ayer	6		56	30	14	9	26	21•	5	3			AP;T
NSAS CITY	KCKN	(See KANSAS CITY, KAN.)																
	KCMO*	810	50-D,10-N	CBS	Katz	8	6	52		16	5	17	2•	1	9			AP
	KMBC-KFRM	980	5kw	ABC	PGW	5		66	3	9	3	12	3•	3	4		2	AP,UP;W
	KPRS	1590	1kw-D		Pearson			7			16	5	1			1	84	AP
	KUDL	1380	1kw-D		Weed			84		12		7	½					UP
	WDAF	610	5kw	NBC	Christal	9		28	17	2	7	9	2•		13			AP;St,T
	WHB	**710**	**10-D,5-N**		Blair		6	156			3	12	1		1			All
NNETT	KBOA*	830	1kw-D					37	3	30	6	8	3•		4			AP;LW
RKSVILLE	KIRX	1450	250w	ABC	Bogner & Martin	5		13	2	10	9	26	12•		8			AP;T
XINGTON	KLEX	1570	250-D					60	½		2	8	4•	1	3			UP
ALDEN	KTCB	1470	1kw-D	KBS				40		23	6	3	1	2	1			UP;T
ARSHALL	KMMO	1300	1kw-D		Pearson			12	1	7	6	7	2•	1	5			UP;W
ARYVILLE	KNIM	1280	250-D					56		12	2	14	2•	3	6			UP;W
OBERLY	KNCM	1230	250w					65	2	2	5	7	2•	7	3		10	AP;LW
OUNTAIN GROVE	KLRS	1360	1kw-D		Best			40		12	10	14	4•	4	12			UP;LW
OSHO	KBTN	1420	500-D					56		42	8	13	6•	1	4			AP;T
VADA	KNEM	1240	250w	KBS	Best			70	8	6	8	18	10•		5			UP
AGE BEACH	KRMS	1150	1kw-D					43	½	18	6	8	2•	2	2			AP

All-new surveys show again:

When the youngsters are away . . . Kansas City radios stay . . . with WHB

Let's look between 9 a.m. and 4 p.m. **Monday through Friday**—and *see* what happens to Kansas City radio listening when "all those teen-agers" are at school. WHB *continues* its domination! According to every major survey, everyone of the 140 quarter hours from 9 to 4 belongs overwhelmingly to WHB. This, mind you, when there are *no* teen-agers available. No wonder WHB carries regular schedules for virtually every major Kansas City food chain—including **A & P, Milgram's, Thriftway, A & G, Wolferman's and Kroger.** Let the **Blair** man tell you WHB's dramatic 9 to 4 story. Or, talk to General Manager **George W. Armstrong.** And while you're at it, get the *whole* day and night picture!

WHB *10,000 watts, 710 kc.* **KANSAS CITY**

WHB—FIRST 140 OUT OF 140 1/4 HOURS BETWEEN 9 and 4!

AREA NIELSEN. WHB in first place 140 out of 140 quarter-hours.

HOOPER. WHB in first place 140 out of 140 quarter-hours.

PULSE. WHB in first place 140 out of 140 quarter-hours.

WHB's share of Area Nielsen Total Station Audience: 46%.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

MISSOURI *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
POPLAR BLUFF	KWOC*	930	1kw	—	Pearson	—	—	70	3	17	13	12	4•	—	3	—	—	UP;Se,T
ROLLA	KTTR	1490	250w	—	—	—	—	81	9	10	6	18	2•	3	10	—	—	AP;C,T
ST. JOSEPH	KFEQ	680	5kw	MBS	Simmons	3	—	44	1	11	9	11	11•	1	12			AP
	KRES	1550	5kw	KBS	Thos. Clark	—	—	60	—	25	5	x	4•	6	2		—	AP
	KUSN	1270	1kw-D	—	—	—	—	54	6	4	6	7	2	1	12	—	—	UP;BMI
ST. LOUIS	KATZ	1600	1kw	—	Forjoe	—	1	—	—	—	60	9	—		—	—	131	AP
	KMOX	1120	50kw	CBS	CBS Radio Spot	x	6	63	9	7	2	17	4•	6	7	—	—	AP,UP
	KSD	550	5kw	NBC	NBC Spot	10	—	46	18	9	5	25	5•	x	4	—	—	AP;T,W
	KSTL	690	1kw-D	—	Everett-McK	—	—	13	—	17	18	2		—	9	3	10	UP
	KWK	1380	5kw	—	Katz	—	—	85	2	2	—	7	3•		—	—	—	—
	KXLW	**1320**	**1kw-D**	—	Pearson	—	—	x	—	x	7	3	—	—	—	—	84	UP
	KXOK	630	5kw	ABC	Blair	3	—	101	9	—	6	6	2	—	½	—	—	UP
	WEW	770	1kw-D	—	Bolling	—	—	—	1	83	7	7		—	—	½	—	UP
	WIBV	(See BELLEVILLE, ILL.)																
	WIL	1430	5kw	—		—	2	112	13	6	3	4	1		1	—	6	AP
SALEM	KSMO	1340	250w	—		—	—	41	—	9	8	22	13•	2	3	—	—	AP
SEDALIA	KDRO	1490	250w	MBS	Pearson	6	—	56	7	17	7	14	16•	½	7	—	—	AP
	KSIS	1050	1kw-D	—				41	—	17	1	13	2	2	3	—	—	AP;LW,
SIKESTON	KSIM	1400	250w	—	—	—	—	77	7	15	6	13	10•	1	5	—	80	AP
SPRINGFIELD	KGBX	1260	5kw	NBC	V,R&McC	10	—	23	3	3	6	15	1•	1	1		—	—
	KICK	1340	250w	MBS	Best	1	—	97	—	—	2	15	8•	—	4	—	—	UP;St
	KTTS*	1400	250w	CBS	Sears & Ayer	8	—	30	24	2	3	30	10•		2	—	—	AP;W
	KWTO	560	5kw	ABC	Pearson	4	—	18	5	28	13	18	2•	3	7	—	—	UP
STAYER	KALM	1290	1kw-D	—	Best	—	—	31	4	27	8	8	4•	2	4	—	—	AP
STRENTON	KTTN	1600	500-D	—	Bogner & Martin	—	—	38	4	8	3	10	8•	2	3	—	—	AP;W
STRION	KLPW	1220	250-D	KBS	Indie Sales	—	—	52	8	40	10	12	2•	10	6	—	—	AP
WARRENSBURG	KOKO	1450	250w	—	Forjoe	—	—	65	3	9	3	6	5•	6	6	—	—	AP;T
WARRENTON	KWRE	730	500-D	KBS	Continental	—	—	13	14	22	18	12	6•	2	12	—	—	AP;Se
WEST PLAINS	KWPM*	1450	250w	—	Best	—	—	20	3	20	10	15	14•	—	7	—	—	AP;St

INFORMATION: Cape Giradeau, KGMO; Joplin, KSWM; Lebanon, KLWT; Mexico, KXEO; Monett, KRMO; St. Genevieve, KSGM.

MONTANA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANACONDA	KANA	1230	250w	—	Gill-Perna	—	—	50	10	15	3	8	6•	3	1	1	—	UP
BILLINGS	KBMY	1240	250w	MBS	Avery-Knodel	6	1	60	10	1	4	3	12•	5	1	—	—	AP;LW
	KGHL	790	5kw	NBC	Katz	6	—	13	2	4	8	19	6•	¼	6	—	—	UP
	KOOK	970	5kw	CBS	Webb	7	—	40	5	5	2	10	6•	3	3	—	—	UP;W
	KOYN	910	1kw-D	—	Webb	—	—	77	—	—	—	7	—	—	—	—	—	UP
BOZEMAN	KBMN	1230	250w	—	Gill-Perna	—	—	56	15	7	8	7	10	2	2	—	—	UP;W
	KXLQ	1450	250w	NBC	Walker	7	—	26	1	6	3	14	8•	—	1	—	—	UP
BUTTE	KOPR	550	1kw	A,M	Avery-Knodel	2	—	51	5	1	6	18	6•	—	—	—	—	UP
	KXLF	1370	5kw	NBC	Walker	7	—	55	3	16	4	26	3	8	1	—	—	UP;C
GLASGOW	KLTZ	1240	250w	—	—	—	—	36	7	15	7	13	7•	3	4	½	—	AP;T
GLENDIVE	KXGN	1400	250w	—	—	—	—	80	3	10	4	12	7•	5	5	—	—	AP,UP; St,W
GREAT FALLS	KBGF	1450	250w	KBS	Webb	—	1	118	15	—	1	6	2	6	—	—	—	UP
	KFBB	1310	5kw	CBS	Bolling	x	—	93	1	2	5	9	5•	2	9	—	—	UP;T
	KMON	560	5kw	A,M	Avery-Knodel	8	—	20	2	13	14	14	14•	¼	13	—	—	AP;LW
	KXLK	1400	250w	NBC	Walker	15	—	25	—	—	—	22	4	4	7	—	—	—
HAVRE	KOJM	610	1kw	K,M	Avery-K; Cooke	8	—	28	21	3	12	27	34•	3	7	—	—	UP;A
KALISPELL	KGEZ	600	1kw	MBS	Cooke	2	—	65	1	18	5	16	3•	½	2	—	—	UP;Se,St
LEWISTOWN	KXLO	1230	250w	MBS	Webb	8	—	35	15	—	5	16	3•	—	6	—	—	UP
LIBBY	KLCB	1230	250w	KBS	—	—	—	30	15	7	6	10	5•	3	5	—	—	UP;LW
MILES CITY	KATL	1340	250w	MBS	Avery-Knodel	6	—	25	5	7	4	16	4	2	5	—	—	UP;T
MISSOULA	KBTK	1340	250w	MBS	Avery-Knodel	6	1	38	7	13	4	16	25•	—	14	—	—	—
	KGVO	1290	5kw	CBS	Gill-Perna	8	—	23	7	2	4	18	6•	1	1	—	—	UP
	KXLL	1450	250w	NBC	Walker	7	—	40	2	1	2	20	3•	5	2	—	—	UP
SIDNEY	KGCX	1480	5kw	MBS	Gill-Perna	x	—	30	—	7	10	16	x•	—	10	½	—	UP

INFORMATION: Butte, KBOW; Helena, KCAP, KXLJ; Livingston, KPRK; Shelby, KIYI.

NEBRASKA

City	Call letters	Freq.	Power	Natl network	National rep	Daily hours: Network	Daily hours: Post-mid	Weekly hours: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
LLIANCE	KCOW	1400	250w		McGillvra			53	11	1	5	17	1•	1	8			UP;Co,W
EATRICE	KWBE	1450	250w	KBS				11	15	7	10	13	6•	3	6			AP,T
ROKEN BOW	KCNI	1280	1kw-D					x	1	x	1	6	3	3	1			UP;C
HADRON	KCSR	1450	250w					20	10		8	11	1•	10	5			AP
OLUMBUS	KJSK	900	1kw-D		Continental			16	2	17	20	10	1	1	1	11		AP,T
REMONT	KFGT	1340	100-D					51	15	x	2	12	x•	¼	¼			AP;C
RAND ISLAND	KMMJ	750	1kw-D	ABC	H-R Reps	3		21		11	5	10	3	1	18			UP
	KRGI	1430	1kw		Bogner & Martin		6	51	9	11	3	2	1•	2	1	½†		AP,C,W
EARNEY	KGFW	1340	250w	MBS	Holman	1		106	3	1	3	5	2•	2	1			UP
EXINGTON	KRVN	1010	25kw-D		Raymer			20	15	9	9	6	1•	6	16			AP
NCOLN	KFOR	1240	250w	ABC	Raymer	2		81	5		9	21	1•	3				AP;St,T
	KLIN	1400	250w	MBS	Rambeau	2		68	17		3	17	6•	1				AP
	KLMS	1480	1kw	KBS	McGillvra			91	9	5	1	15	3	3	2	9		UP;St,W
cCOOK	KBRL	1300	1kw-D	MBS	McGillvra	1		30		6	1	21	1•	2	10			AP
ORFOLK	WJAG	780	1kw-D		Walker			30	1	14	8	21	4•	6	19			AP;St,W
ORTH PLATTE	KODY	1240	250w	K,N	Meeker	1		25	3	7	3	28	1•	2	1			AP;T
GALLALA	KOGA	930	500-D	KBS	Indie Sales			30	2	15	8	10	1•	3	1			UP;Sc,T
MAHA	KBON	1490	250w	A,M	Pearson	5		10	6	6	8	22	3•	2				AP;T
	KFAB	1110	50kw	NBC	PGW	5	6	85	3		7	17	2•	3	13			AP;Sc
	KOIL	1290	5kw		Avery-Knodel		6	115			2	28	21•					AP,INS
	KOWH	660	500-D		Young			75			2	7	½		½			AH;A,St,T
	WOW	590	5kw	CBS	Blair	8	6	65	1	6	1	25	3•	3	7			UP;C,St
NEILL	KVHC	1400	250w	MBS		x		38	2	6	6	19	16•	1	3			AP;T
OTTSBLUFF	KNEB	960	1-D,500-N	MBS	Holman	5	½	45	8	6	8	25	15•	2	10	3†		AP,C,T
	KOLT	1230	5-D,1-N	CBS	Gill-Perna	8		10	2	11	2	11	2•	9	3			UP
ONEY	KSID	1340	250w	ABC	McGillvra	9		47	1	2	6	16	3•		2			UP
ORK	KAWL	1370	500-D					60	1		2	8	1	½	5			AP

INFORMATION: Hastings, KHAS North Platte, KNBR

NEVADA

City	Call letters	Freq.	Power	Natl network	National rep	Daily hours: Network	Daily hours: Post-mid	Weekly hours: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
RSON CITY	KPTL	1400	250w	KBS				51	25	18	5	9	7•	3	5			UP
KO	KELK	1240	250w	MBS		6		18	6	4	3	11	2•		3			UP
NDERSON	KBMI	1400	250w		Forjoe		6	162				x	x					AP
S VEGAS	KLAS	1230	250w	CBS	Weed	9		10	16	5	2	18	5	3	½		1	UP;St,W
	KORK	1340	250w	NBC	Pearson	8		67				15	3•				2	UP
	KRAM	920	1-D,500-N		Bdcst Tm Sales		6	60	6	1	5	13	x•					
NO	KNEV‡	95.5	10.5kw					15	61	6	2							
	KOLO	920	1kw	CBS	Pearson	8	6	96	6	6	3	12	10		1			UP
	KONE	1450	250w				6	154				14						AP

INFORMATION: Ely, KELY; Las Vegas, KENO, Reno, KATO, KOH; Winnemucca, KWNA.

NEW HAMPSHIRE

City	Call letters	Freq.	Power	Natl network	National rep	Daily hours: Network	Daily hours: Post-mid	Weekly hours: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
RLIN	WMOU*	1230	250w	KBS				70	7	—	4	16	14•	3	2	1		UP;W
NCORD	WKXL	1450	250w	CBS	Webb	8		54	11	3	3	22	6•	5	2			UP
NWAY	WJWG	1050	1kw-D		Stars National			x		—		60				—	—	UP;W
NE	WKNE	1290	5kw	CBS	Meeker	10		25	3		6	19	2•	2	6	—	—	AP
CONIA	WLNH	1350	1kw-D					45	10		5	9	1	4	1	—	—	UP;T
NCHESTER	WFEA	1370	5kw	CBS	Weed	5		90		2	1	19	3•	5	2	2		
	WGIR	610	5-D,1-N		R. O'Connell			65	1	6	7	25	5	4	3	2	—	UP
	WKBR*	1240	250w		Young		6	110		—	1	18	2	3		13		UP;C,T
NSHUA	WOTW*	900	1kw-D		Walker			49		—	1	16	2•	5	1	—	—	UP
CHESTER	WWNH	930	5kw-D		R. O'Connell			48	12	8	3	15	—	3	—	3	—	UP

N-INFORMATION: Claremont, WTSV; Lebanon, WTSL; Portsmouth, WHEB.

NEW JERSEY

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ASBURY PARK	WJLK*	1310	250w	—	—	—	—	52	23	—	8	34	4	3	—	—	2	AP;LWe
ATLANTIC CITY	WFPG	1450	250w	CBS	Walker	11	2	46	5	½	2	19	23•	3	1	2	7	UP
	WLDB	1490	250w	MBS	Bdcst Tm. Sls.	6	—	56	—	14	20	32	—	—	—	—	10	UP;Se,S
	WMID	1340	250w	ABC	Stars National	4	2	90	11	6	11	14	4•	3	6	1	9	AP;A
BRIDGETON	WSNJ*	1240	250w	—	T. Clark; GMB	—	—	70	19	—	9	10	2•	2	10	2	1	UP;T
CAMDEN	WCAM	1310	250w	—	—	—	6	138	—	—	4	14	6	—	—	2	71	UP
	WKDN	800	1kw-D	—	Rambeau	—	—	32	6	12	5	8	1	2	2	14†	6	AP
MILLVILLE	WMLV	1440	1kw-D	—	Bdcst Tm Sls	—	—	52	9	10	8	7	5•	3	5	½	—	UP;LW
MORRISTOWN	WMTR	1250	1kw-D	—	—	—	—	14	10	½	x	12	x•	—	½	—	—	AP;T
NEWARK	WAAT*	970	5-D,1-N	—	Forjoe	—	1	80	4	30	—	12	2		—	—	10	AP;Se
	WHBI	1280	3-D,1-N	—	—	—	4	4	—	—	18	½	—	—	—	—	22	—
	WNJR	**1430**	**5kw**	—	Bolling	—	1	100	—	—	18	2	1	—	—	—	131	UP
	WVNJ	620	5kw	—	Bdcst Tm Sls	—	—	106	—	—	3	11	½•	—	—	—	—	UP
NEW BRUNSWICK	WTCT	1450	250w	—	—	—	—	70	10	4	5	18	7•	—	3	4	—	—
NEWTON	WNNJ	1360	500-D	—	—	—	—	54	5	6	6	7	2•	2	9	—	—	AP
PATERSON	WPAT	930	5kw	—	—	—	2	100	34	—	3	3	—	—	—	—	—	UP
PLEASANTVILLE	WOND	1400	250w	—	Forjoe	—	2	100	40	—	7	10	x•	—	3	—	—	AP;St,T
TRENTON	WBUD	1260	5-D,1-N	—	United	—	—	89	—	—	—	7	2•	2	—	13	16	AP;W
	WTNJ	1300	250-D	—	Webb	—	—	67	—	½	2	7	2	—	—	3	—	UP
	WTTM	920	1kw	NBC	Forjoe	6	—	77	4	3	6	10	4•	5	1	2	½	AP
VINELAND	WWBZ	1360	1kw	—	Gill-Perna	—	—	60	—	—	5	20	6	—	6	2	—	W
WASHINGTON	WCRV	1580	250-D	—	Best	—	—	49	2	—	5	5	2•	—	1	—	—	AP
WILDWOOD	WCMC	1230	100w	KBS	—	—	—	100	—	—	5	12	x•	—	2	½	—	AP

NEW MEXICO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALAMOGORDO	KALG	1230	250w	K,M	—	6	—	73	5	30	5	24	7•	3	4	—	¼	AP
ALBUQUERQUE	KABQ	1340	250-D	—	R. O'Connell	—	—	x	—	—	2	x	2•	6	—	91†	—	UP;Se
	KDEF	1150	1kw-D	—	McGillvra	—	—	54	7	9	3	7	1	2	—	—	—	—
	KGGM	610	5kw	CBS	Weed	8	—	30	6	8	2	15	3•	1	1	6†	—	AP;W
	KHAM	1580	1kw-D	ABC	—	3	—	20	30	—	5	20	2	—	1	—	—	UP;T
	KHFM‡	96.3	1800w	—	GMB	—	—	6	50	5	1	2	—	—	—	—	—	C
	KOB	770	50-D,25-N	NBC	Branham	6	—	60	2	16	12	11	7•	3	2	—	—	INS,UP; LW
	KQUE	920	1-D,500-N	—	Everett-McK	—	6	28	8	64	6	16	3•	—	2	12†	—	AP
ARTESIA	KSVP	990	1-D,250-N	K,M	—	5	—	x	14	17	11	29	9•	16	14	6†	—	AP;C,St
CARLSBAD	KAVE	1240	250w	CBS	Branham	8	—	54	3	5	—	17	4•	3	½	—	—	AP
	KPBM	740	1kw-D	—	McGillvra	—	—	31	7	10	3	8	2•	—	1	3†	—	AP;T
CLAYTON	KLMX	1450	250w	KBS	—	—	—	22	6	18	9	2	4•	2	4	—	—	UP;T
CLOVIS	KCLV	1240	250w	—	—	—	—	84	6	15	3	10	3•	—	2	3†	3	UP;LW
DEMING	KOTS	1230	250-D	—	—	—	—	42	4	6	4	11	1•	2	2	6†	—	UP;W
FARMINGTON	KVBC	1240	250w	MBS	—	5	—	28	9	24	2	11	2•	—	2	6	—	—
GALLUP	KGAK	1330	5-D,1-N	ABC	—	6	—	35	2	9	7	18	5•	—	½	16	—	AP;Se,W
HOBBS	KHOB	1280	1kw-D	—	—	—	—	45	3	20	8	x	4•	—	4	—	—	AP
	KWEW	1480	1kw	MBS	Branham	8	—	37	2	25	9	14	12•	1	—	2†	10	—
LA CRUCES	KOBE	1450	250w	MBS	Best	2	—	68	—	—	4	9	10	3	—	18†	—	UP;LW
LAS VEGAS	KFUN	1230	250w	ABC	—	x	—	x	x	x	—	—	—	—	—	14†	—	UP;LW,
LOS ALAMOS	KRSN*	1490	250w	MBS	Pearson	6	—	39	32	3	4	19	2•	1	—	¼†	—	A
LOVINGTON	KLEA	630	500-D	—	—	—	—	43	—	40	12	12	—	—	12	1†	—	UP;St
PORTALES	KENM	1450	250w	—	—	—	—	x	36	19	8	x	6•	1	15	—	—	UP;LW
RATON	KRTN	1490	250w	ABC	—	5	—	49	3	—	5	16	4•	—	1	—	—	UP;W
ROSWELL	KBIM	910	5kw-D	—	Thos. Clark	—	—	30	4	22	3	9	3	1	3	—	—	AP
	KGFL	1400	250w	MBS	Branham	5	—	36	5	37	5	12	14•	3	7	5†	1	UP;LW,
	KSWS	1230	250w	NBC	Meeker	9	—	27	9	4	2	19	9•	—	8	—	—	—
SANTA FE	KTRC	1400	250w	ABC	McGillvra	5	—	20	20	2	9	12	5•	3	—	15†	—	UP
SILVER CITY	KSIL	1340	250w	CBS	Branham	8	—	18	3	6	—	14	3•	2	2	7†	—	AP
TRUTH OR CONSQ.	KCHS	1400	250-D	KBS	Continental	—	—	50	15	10	4	7	3•	2	—	—	—	AP;T
TUCUMCARI	KTNM	1400	250w	MBS	—	5	—	30	1	7	5	15	4•	—	1	5†	—	UP

NO INFORMATION: Clovis, KICA; Santa Fe, KVSF.

NEW YORK

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	Pop music	Concert	Country, Western	Relig	WEEKLY HOURS News	Sports	Home-making	Farm	Foreign	Negro	Services
ALBANY	WABY	1100	250w		Forjoe		1	105	2	5	5	4	1			3		AP,UP
	WOKO	1160	5kw	A,M	Webb	1	1	16	16		8	11	5•		2	½		AP
	WPTR	1540	50kw	ABC	Weed	18		50	5	6	7	18	20•	1	1	1		AP;W
	WROW	590	5kw	CBS	Avery-Knodel	6	1	80	2		2	17	5					UP
AMSTERDAM	WCSS	1190	250w		McGillvra			92	6	12	12	3	2	3	2	24		UP
AUBURN	WMBO*	1340	250w	MBS	Thos. Clark	6		38	15	3	12	30	15•		5	1		AP
BATAVIA	WBTA	1490	250w	MBS		3		43	11	12	1	17	2•	5	2			AP
BINGHAMTON	WENE	(See ENDICOTT)																
	WINR	680	1-D,500-N	NBC	Hollingbery	8	6	18	1	1	5	15	2					UP
	WKOP	1360	5-D,500-N	MBS	Bolling	1		93	3	4	5	21	35	x	1	7		AP;W
	WNBF*	1290	5kw	CBS	Blair	11		27			6	16	3	1	2	½		AP,INS
BOONVILLE	WBRV	900	500-D	KBS				12	8	18	3	7	2•		18	3		AP
BUFFALO	WBEN*	930	5kw	CBS	Christal	20	1	10	4		3	18	5•	3	3			AP,UP;I
	WBNY*	1400	250w		Burke-Stuart			92	18	8	5	28	2			1		AP,UP
	WEBR	970	5kw	MBS	Katz	4	2	87	5	2	4	15	7•	2				AP,UP; St,T
	WGR	550	5kw	ABC	PGW	x	1	50	4	2	12	18	7•	1	2			UP
	WKBW	1520	50kw		Avery-Knodel		6	144		7	4	7	7	2	12	12	15	UP
	WWOL*	1120	1kw-D		Forjoe			37			2	5		1		21		UP
	WXRA*	(See KENMORE)																
CORNING	WCLI*	1450	250w	ABC	Cooke	7		24	24	4	5	19	16•	2	1			AP
CORTLAND	WKRT*	920	1kw		Gill-Perna			75	6	19	6	2	1•		3			UP;LW
DUNKIRK	WFCB	1410	500w		Walker			60	11	5	7	7	8•		2	6		AP;T
ELMIRA	WEHH	1590	500-D		McGillvra			42	7	6	5	7	2	5	4			UP;LW
	WELM	1400	250w	A,C	Burn-Smith	7	2	84		1	5	39	3•	4	1		1	AP
	WENY	1230	250w	NBC	Everett-McK	9	1	36	8		4	18	14•	7	4			AP;W
ENDICOTT	WENE	1430	5kw	ABC	Radio-Tv Reps	7		66	15	8	6	12	8•	2				UP
FREEPORT	WGBB	1240	250w					70	15	¼	7	16	3	1				AP;T,W
FULTON	WOSC	1300	1kw-D		Best			53	6	12	5	8	2•	3	5	2		UP;T
GENEVA	WGVA	1240	250w	ABC	Cooke	8		51	13	2	2	18	5•		2			AP
GLENS FALLS	WWSC	1450	250w	ABC	R. O'Connell	5		57	21	3	7	16	6•	½	¼	1		AP;Sc,W
GLOVERSVILLE	WENT	1340	250w	CBS	Gill-Perna	8		22	15		3	60	1•	x		2		UP
HEMPSTEAD	WHLI*	1100	250-D		Gill-Perna			57	28		3	13	2	½	½			UP;T,W
HORNELL	WLEA	1480	1kw-D	MBS	Gill-Perna	3		35	11	3	7	25	10•	3	9			UP;W
	WWHG*	1320	1kw		McGillvra			30	11	11	6	13	4•	3	5			UP;T
HUDSON	WHUC	1230	250w		McGillvra			51	5	11	8	4	2	4	9			
HUNTINGTON	KGSM	740	1kw-D		Rambeau			64	1		4	11			½			UP
ITHACA	WHCU*	870	1kw-D	CBS		4		29	1	6	1	16	2•	6	2			UP;A,W
JAMESTOWN	WJOC	1340	250w	MBS	Thos. Clark	6	¼	16	8		x	x	2•		2	3		AP
	WJTN*	1240	250w	ABC	V,R&McC	6		51	14	8	7	19	5•	3	11	3		UP;A
KENMORE	WXRA*	1080	1kw-D		Best			47		10	7	9	3	10		8	3	UP;W
KINGSTON	WKNY	1490	250w	MBS	Meeker	6		70	2	2	8	28	2•	5	½	¼		AP
LITTLE FALLS	WLFH	1230	250w		McGillvra			85	8	4	5	11		3		2		
LOCKPORT	WUSJ	1340	250w		Gill-Perna			71	4	5	3	2	2	2	4			AP;W
MASSENA	WMSA*	1340	250w	ABC	Weed	6		36	14	10	2	6	2•		2			UP;T
MIDDLETOWN	WALL	1340	250w					50	17	5	3	14	2	1	3	2		AP
NEWBURGH	WGNY	1220	1kw-D					45	22		3	17	2		2	x		AP
NEW ROCHELLE	WNRC*	1460	500-D					42	20	4	7	6	2	3		5	14	AP
NEW YORK	WAAT*	(See NEWARK, N. J.)																
	WABC*	770	50kw	ABC	Blair	7	1	69	1		10	10	5		2			AP
	WBAI‡	99.5	18kw					65	28	2		5						AP
	WBFM‡	101.9	20kw				3	112		2								
	WBNX	1380	5kw		King			x			7	1	1			52		AP;Se
	WCBS*	880	50kw	CBS	CBS Radio Spot	x	6	48	3	1	3	16	1		½			All
	WEVD*	1330	5kw				1	2	8			12				57	5	
	WHOM*	1480	5kw				2	20								125†		
	WINS	1010	50kw		Young		6	145			4	27	x•	5				UP
	WLIB	1190	1kw-D		Forjoe				½		20	3		3		26	65	
	WMCA	570	5kw		AM Radio Sales		6	134				16	9•					AP
	WMGM	1050	50kw		Hollingbery		3				4	24	21•	5				AP,UP
	WNEW	1130	50kw		Simmons		6	144	6		2	11			3			AP, NY New

SYMBOLS: * am-fm station; ‡ fm station; D—daytime power; N—night power; • local sports covered; † Lat. Amer. included; x figure unspecific; — category unclair

NEW YORK *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
EW YORK	WNJR	(See NEWARK, N. J.)																
(cont.)	WOR*	710	50kw	MBS	H-R Reps	4	6	54	6	....	5	27	3	10	.	...		INS,UP
	WOV	1280	5kw		Pearson		6	78	4	....	18	18		6		63	81	AP;St
	WPAT	(See PATERSON, N. J.)																
	WQXR*	**1560**	**50kw**	..	Raymer	.	1	11	106	....	2	9	..	3	....	....	....	NYT;Se
	WRCA*	660	5kw	NBC	NBC Spot Sales	9	6	15	30	½	4	21	5		3	....	.	All;T
	WVNJ	(See NEWARK, N. J.)																
	WWRL*	**1600**	**5kw**	.....	.....	..	6	...	....	26	20	6	½	3	..	107	52	AP
IAGARA FALLS	WHLD*	1270	5kw-D	.....	Headley-Reed	....		25	92	20	8	10	2	3	2	25	3	UP;St,T
	WJJL	1440	1kw-D	.....	Pearson	...	...	50	1	20	5	7	2	1	x	..	3	UP;W
ORWICH	WCHN	970	500-D	.....	McGillvra	...	.	36	7	14	4	9	2•	3	3	....	....	UP;T,W
GDENSBURG	WSLB	1400	250w	MBS	..	4	....	36	3	5	12	24	8	3	2	....	...	.. .
LEAN	WHDL*	1450	250w	ABC	Everett-McK	7	...	36	2	1	5	15	10•	.	1	....	....	AP;W
NEONTA	WDOS	730	500-D	..	Radio-Tv Reps		..	46	5	..	4	10	6•	5	3	...		UP;A
ATCHOGUE	WALK*	1370	500-D	.....	Webb	..		80	25	..	3	14	3•	½	2	...	2	AP;A,C
	WPAC*	1580	5kw-D	.....	Keller		.	92	4	4	4	20	4	2	3	..	..	UP
EKSKILL	WLNA	1420	1kw-D	.. ....	Rambeau	...		40	11	...	3	10	1	3	...	1	1	UP;W
ATTSBURG	WEAV	960	5kw	ABC	Thos. Clark	10		13	7	6	5	22	7•	¼	¼	..	....	UP;W
	WIRY	1340	250w	MBS		x	3	24	10	5	5	31	3•	3	3	½	.	AP;LW
RT JERVIS	WDLC	1490	250w	.....				27	9	1	3	13	2•	.	1	...	....	AP;W
TSDAM	WPDM	1470	1kw-D	.	Forjoe		....	45	....	12	5	9	5•	6	6	.	....	AP;A
UGHKEEPSIE	WEOK	1390	1kw-D	.....	Everett-McK	..		x	5	1	2	5	1	..	6	1		UP;LW,V
	WKIP*	1450	250w	ABC		4	.	36	5	....		12	2•		1	....	...	AP
VERHEAD	WRIV	1390	500-D	.....	Webb	..	..	21	20	4	2	11	2•	1	4	....	....	.....
CHESTER	WBBF	950	1kw	MBS	V.R&McC	3		84	8	...	4	14	4•		.	½	....	AP;T
	WHAM*	1180	50kw	NBC	Christal	x	1	60	7	9	10	15	3	6	10	....	....	UP
	WHEC	1460	5kw	CBS	Everett-McK	9	.	31	3	2	3	x	5	2	1	....	....	AP
	WHFM‡	98.9	20kw	.....	Christal	....	.	12	3	1	1	6	2	3	12	....	....	UP
	WRNY*	680	250-D	.....	Forjoe	....	....	30	75	....	1	....	....	5	....	2	....	A,St,T
	WSAY	1370	5kw	.....	Walker	....	½	83	1	11	8	15	1	....	....	6	2	INS
	WVET	1280	5kw	ABC	Bolling	8	...	66	9	3	6	19	6•	....	....	4	....	AP;A
RANAC LAKE	WNBZ	1240	250w	ABC	Rambeau	9	....	62	14	....	5	13	2	....	....	....	....	AP;W
RATOGA SP'NGS	WSPN	900	250-D	.....	R. O'Connell	....	....	49	11	4	2	2	2•	2	1	....	....	AP;W
HENECTADY	WGY*	810	50kw	NBC	Christal	8	6	36	4	6	7	17	3	4	5	....	....	AP,UP;C
	WSNY	1240	250w	.....	Forjoe	....		104	12	....	....	10	3•	....	....	7	....	AP,UP
RACUSE	WFBL	1390	5kw	ABC	Hollingbery	x	....	29	12	....	1	20	3•	3	3	....	....	UP
	WHEN	620	5-D,1-N	CBS	Katz	3	....	50	17	½	8	20	2	3	2	½	....	AP
	WNDR	1260	5kw	MBS	Forjoe	2	6	112	6	10	2	12	15•	1	6	1	½	AP;A,Se
	WOLF	1490	250w	.....	Walker	....	2	103	3	17	4	12	3	....	6	..	....	AP;St
	WSYR*	570	5kw	NBC	Christal	6	....	29	1	2	3	14	2•	3	15	....	....	UP;LW
OY	WTRY	980	5kw	.....	Blair	....	2	30	6	....	6	12	x•	6	6	7	....	.....
TICA	WGAT	1310	1-D,500-N	.....	Stars National	....	....	86	8	13	2	9	5	..	..	3	....	AP
	WIBX	950	5kw	CBS	Walker	x	....	41	9	17	2	20	3•	1	17	6	....	UP
	WRUN*	1150	5-D,1-N	ABC	Avery-Knodel	x	....	50	5	17	3	9	2•	3	4	16	....	AP
ALTON	WDLA	1270	1kw-D	.....	Rambeau	...	....	28	....	6	2	6	2	....	14	....	....	UP
ATERTOWN	WATN	1240	250w	.....	Devney	....	¼	10	11	5	8	x	7•	x	7	....	....	Se,St
	WWNY*	790	1kw	CBS	Weed	8	..	60	10	3	4	24	6•	3	4	....	....	UP;T,W
ELLSVILLE	WLSV	790	500-D	.....	.....	..	.	43	7	7	5	11	2•	3	1	....	....	AP
HITE PLAINS	WFAS*	1230	250w	.....	Headley-Reed	....	.	17	49	....	....	14	2	..	....	....	....	LW,Se
IRAL RADIO NET	(16 am & 12 fm stations)				Avery-Knodel	....	....	10	50	3	2	6	1	....	18	....	....	....

ese fm stations program 11 hours from WQXR and 6 hours of RRN daily: WHLD-FM Niagara Falls, WRRE Bristol Center, WHDL-FM Olean, WRRA Ithaca, WRRI Ruyter, WRUN-FM Utica-Rome, WWNY-FM Watertown, WMSA-FM Massena, WRRC Cherry Valley, WFLY Troy, WRRL Wetherfield-Bliss, WEJL Scranton, Pa ese am affiliates program partly from the network: WHLD Niagara Falls, WKBW Buffalo, WHAM Rochester, WJTN Jamestown, WHCU Ithaca, WHEN Syracuse, WRUN ica-Rome, WWNY Watertown, WMSA Massena, WELM Elmira, WGY Schenectady, WKIP Poughkeepsie, WGNY Newburgh, WDLA Walton, WNBF Binghamton, WQA anton, Pa.

INFORMATION: Bristol Center, WRRE; Cherry Valley, WRRC; Corning, WCBA; De Ruyter, WRRD; Ithaca, WRRA; Liberty, WVOS; Malone, WICY; Mineola, WKBS me, WKAL; Ticonderoga, WIPS; Troy, WFLY; Wethersfield, WRRL.

NORTH CAROLINA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALBEMARLE	WABZ	1010	1kw-D		Dora-Clayton			50	5	20	10	7	½	5	12			AP;W
ASHEBORO	WGWR*	1260	1kw-D	KBS				50	10	16	7	14	2•	5	3			UP;T
ASHEVILLE	WISE	1310	5-D,1-N	NBC	Bolling	9		12				9			5			
	WLOS*	1380	5-D,1-N	A,M	V,R&McC	10		30	6	6	1	15	4	4	6			UP;W
	WSKY	1230	150w		Pearson			90	5	24		12	1•					AP;LW
	WWNC	570	5kw	CBS	H-R Reps	10		32	4	10	3	14	2	1	3			UP;T
BEAUFORT	WBMV	1400	250w					76	16	20	21	2	10•	6	3		6	AP;W
BELMONT	WCGC	1270	500-D		Best			49		20	4	7	5•	3	2		10	UP;St
BREVARD	WPNF	1210	250w					38	23	22	6	12	1•	3	5			AP
BURLINGTON	WBBB*	920	5kw-D	K,M	Interstate	x		23	2	6	8	6	8•	2	6		5	AP
	WFNS*	1150	1kw-D		Bogner & Martin			30	6	30	10	1	1•	4	2		1	UP;LW,T
CANTON	WWIT	970	1kw-D					30	4	19	9	14	5•	3	3		6	UP
CHAPEL HILL	WCHL	1360	1kw-D		Leslie Sales			38	22	6	2	5	3					AP;C,T
CHARLOTTE	WAYS	610	5-D,1-N	NBC	Bolling	3		50	10	14	15		1•					
	WBT	1110	50kw	CBS	CBS Radio Spot	7	½	54	6	12	5	18	10	5	1			AP,UP;W
	WGIV	1600	1kw-D		Forjoe			22		10	8	6	2	12	6		54	AP;C
	WIST	930	5-D,1-N		PGW			80	1	1	4	7	1•		3		1	AP
	WMIT‡	106.9	36kw		Webb			53	64	6	3							
	WSOC*	1240	250w	NBC	H-R Reps	9		30			4	7	1		3			AP
	WWOK	1480	1kw-D		Dora-Clayton			77				7						UP;LW
CONCORD	WCKB	780	1kw-D	KBS				16	2	13	7	3	½	1	2		2	UP;W
DURHAM	WDNC*	620	5kw	CBS	Raymer	7		60		9	7	13	8•	3	3			UP
	WSRC	**1410**	**1kw-D**		Rambeau; D-C			x			x	x	x				91	
	WSSB	1190	250w		Gill-Perna			64		14	4	12	x					AP
	WTIK	1310	1-D,500-N	ABC	McGillvra	6		70	9	11		15	8•	2	8		7	AP
DENTON	WCDJ	1260	1kw-D	KBS	Best			25	7	14	3	7	2•	2	4		2	AP
ELIZABETH CITY	WCNC	1240	250w	KBS	Bogner & Martin			56	6	14	12	13	6•	3	4		7	UP;T
	WGAI	560	1kw					80	3	2	6	12	x•	1	2		5	AP
ELKIN	WIFM*	1540	250-D					28	4	26	5	7	x•	4	7			UP
FAIRMONT	WFMO	860	1kw-D					42	½	21	12	10	8	1	3		13	UP;T
FAYETTEVILLE	WFAI	1230	250w	CBS	Thos. Clark	8		67	3	5	6	10	6•	8	5		15	AP;T
	WFLB	1490	250w	ABC	Burn-Smith	10		10	2	8	10	23	x		2		15	AP;W
	WFNC*	1390	5-D,1-N	MBS	Walker	6	1	19	3	12	18	17	15•	1	6		14	UP
FUQUAY SP'NGS	WFVG	1460	1kw-D		Continental			30	6	41	8	7	1	3	5		8	UP;W
GOLDSBORO	WFMC	730	1kw-D	KBS				23	4	21	10	6	1	3	1		10	UP;LW,T
	WGBR	1150	5-D,1-N	ABC		4		50	1	13	3	17	8•		3		1	UP;T
GREENSBORO	WBIG	1470	5kw	CBS	Hollingbery	9		54	3	12	5	15	9•	1	6			UP;C
	WCOG	1320	1kw	ABC	Bolling	7		64	10	10	10	24	1	2	2			UP
	WGBG	1400	250w	MBS	Burn-Smith	4	½	55	8	30	6	11	3•	3	15		17	UP
GREENVILLE	WGTC	1590	5-D,1-N	MBS	Devney; Forjoe	4		60	2	22	6	14	3	1	5		5	UP;W

SELL The tremendous NEGRO Market of **DURHAM-RALEIGH**

and Eastern North Carolina with **WSRC** DURHAM, N. C.

"Only station in Eastern North Carolina Programming to this tremendous Market"

TOP PULSE RATED IN BOTH DURHAM AND RALEIGH

Serving over 250,000 Negroes with extremely high incomes. 1950 Census.

42% of DURHAM is NEGRO
38% of all Eastern North Carolina is NEGRO
1950 Census & local govt. info.

The only possible way to reach this great Market is through **WSRC**

Call RAMBEAU or Southeastern—DORA-CLAYTON
for a look at our amazing PULSE ratings among this great NEGRO market, also the overall market.

Facts and figures prove **WSRC** the South's greatest advertising buy.

NORTH CAROLINA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ENDERSON	WHNC	890	1kw-D	K,M		1		40	2	44	6	8	4•		6		11	
	WHVH	1450	250w		Best			64	6	29	5	4	6•	3	4		20	UP;Se
ENDERSONVILLE	WHKP	1450	250w	A,K	Cooke	9		35	9	12	12	12	6•	x	9		5	UP;St
CKORY	WHKY	1290	5-D,1-N	ABC	Dora-Clayton	x		41	7	14	12	12	3•	1	12		8	
	WIRC	630	1kw-D					36	8	18	3	4	x	2	3			
GH POINT	WHPE*	1070	1kw-D	KBS				40	7	16	6	11	2•	5	3		7	AP;W
	WMFR*	1230	250w	ABC	Burn-Smith	x		x			10	19	3	2	3		3	UP;LW
	WNOS*	1590	1kw-D		Continental			61	1	12	13	8	5•	5	3		5	AP;T
CKSONVILLE	WJNC	1240	250w	K,M	Burke-Stuart	4		46	5	6	3	18	6•	4	½			AP;C
NGS MOUNTAIN	WKMT	1220	1kw-D					18	2	8	5	3	3•	3	3		6	UP;C,T
NSTON	WELS	1010	1kw-D	KBS	Bogner & Martin			30	7	20	3	6	3	1	6		12	UP;Se,T
	WFTC	960	5-D,1-N	A,K	Best	6		60	6	15	7	15	6•		x		10	AP
	WISP	1230	100w					66	1	18	5	2	7•	2	4		13	AP;W
URINBURG	WEWO*	1080	1kw-D	KBS	Dora-Clayton			43	11	17	6	7	x	6	3		7	AP.UP;T
AKSVILLE	WLOE*	1490	250w	KBS		8		22	3	23	6	14	2•		4		1	AP;T
XINGTON	WBUY*	1440	5kw-D		Continental			63		15	10	10	x•	6	6		3	AP;LW,T
NCOLNTON	WLON	1050	1kw-D					30	12	18	7	1	3•	½	2		1	AP
MBERTON	WAGR	1480	1kw		Walker			39	1	22	9	10	5•		3		½	UP
	WTSB	1340	250w	MBS	Continental	7		70	5		6	4	6•	2	4		3	AP;W
ARION	WBRM	1250	1kw-D					49	3	21	10	7	x	2	3			UP
ORGANTON	WMNC	1430	5kw-D					40		20	7	11	1	3	1			AP:St
OUNT AIRY	WPAQ	740	10kw-D	KBS	Thos. Clark			13	2	23	22	9	1		3			AP
	WSYD	1300	5-D,1-N	MBS		9		42	2	9	5	3	2•	¼	2		4	
W BERN	WHIT	1450	250w	MBS	Pearson	8		18	2	9	5	13	3•	2	3		5	UP;LW
	WOOW	1490	250w	KBS	Interstate			35		35	x	3	3	3	5		35	AP;T
WILKESBORO	WKBC	810	1kw-D					34	6	37	3	10	x•	2	4		3	AP;W
LEIGH	WKIX	850	10kw	A,M	Forjoe	3	½	98	3	10	9	x	x•	5	9			AP
	WMSN	570	500-D	KBS				40		47	25	14			3			AP
	WPTF*	680	50kw	NBC	PGW	8		17	1	12	5	12	5•	3	5			UP;T
	WRAL*	1340	250w		Forjoe			64	30	¼	4	21	6•	1	2		10	
IDSVILLE	WFRC	1600	1kw	A,K	Bogner & Martin	10		x		12		8			3		6	AP;T
	WREV*	1220	250-D					57	12	20	7	10	2•	3	3		14	UP
ANOKE RAPIDS	WCBT	1230	250w	K,M	Continental	8		42		8		11	2•		2		7	UP
CKINGHAM	WAYN	900	1kw-D					37	1	8	5	7	3		6		2	UP;W
CKY MOUNT	WCEC	810	1kw-D	KBS	Continental	1		21	2	18	12	7	10•	4	6		8	AP
	WEED*	1390	5-D,1-N	ABC	Burn-Smith	7		35				14		4	12			
XBORO	WRXO	1430	1kw-D					23		21		6		1	6		4	UP;W
LISBURY	WSAT	1280	1kw	ABC	McGillvra	5	6	60	5	30	12	9	6•	6	5		19	UP
NFORD	WWGP*	1050	1kw-D					35	4	4	2	7	7	1	x		6	UP;W
VER CITY	WNCA	1570	1kw-D		Best	11		64		6	7	5	2	3	6		4	UP;Se
ITHFIELD	WMPM	1270	1kw-D					35	2	42	7	9	½	1	8		4	UP;C
UTHERN PINES	WEEB	990	1kw-D	ABC	Holman	3		21	4	3	6	10	x•	2	2		9	AP;A
RUCE PINE	WTOE	1470	1kw-D					35	8	31	10	1	2•	2	x			UP
ATESVILLE	WSIC*	1400	250w	MBS		5		20	3	20	3	5	3		5			AP;W
BOR CITY	WTAB	1370	5kw-D					31	1	24	21	7	½		2			AP;W
RBORO	WCPS*	760	1kw-D		Dora-Clayton			31	7	17	5	13	7•	1	4		10	UP;W
OMASVILLE	WTNC*	790	1kw-D					24	12	24	10	10		6				UP
YON	WTYN	1580	250-D					28	4	28	2	7	1•	½	2		7	UP
ADESBORO	WADE	1210	1kw-D					28	1	14	2	6	1•		4		9	UP;T
ALLACE	WLSE	1400	250w					43		20	20	10	3•	6	13		7	AP;LW
ASHINGTON	WHED	1340	250w	KBS	Continental			70	2	24	6	1	8•		2			UP
	WRRF	930	5-D,1-N	ABC	Headley-Reed	8		37	5	9	7	22	2		2		6	
AYNESVILLE	WHCC	1400	250w	KBS				60	20	24	10	x	3•	10	4			UP;T
HITEVILLE	WENC	1220	1kw-D	MBS	Thos. Clark	3		21	3	21	17	11	2•	2	2		5	AP
LLIAMSTON	WIAM	900	1kw-D	KBS				41	6	16	11	8	14•	2	2		11	UP
LMINGTON	WGNI	1340	250w	MBS	Walker	4		60	5	6	6	9	2•				15	UP;T
	WMFD	630	1kw	ABC	Burn-Smith	12		56	3	14	9	21	9•	6	12			UP
LSON	WGTM	590	5kw	CBS	Pearson	6		59	2	21	8	17	15•	2	13		12	UP
	WVOT	1420	1-D,500-N	MBS	Forjoe; D-C	4		21		7		6	5•		24		14	AP
NSTON-SALEM	WAAA	980	1kw-D		Stars National			49			5	1	1	3	1		82	AP
	WAIR*	1340	250w	ABC	Burn-Smith	4	¼	49	26	7	5	13	3•	3	½		6	AP;W
	WSJS*	600	5kw	NBC	Headley-Reed	9		29	5	10	5	14	2	3	4			
	WTOB	1380	5-D,1-N	C,M	V.R&McC	8	½	38	3	5	4	13	10•		1			AP

INFORMATION: Ahoskie, WRCS; Boone, WATA; Clinton, WRRZ; Concord, WEGO; Forest City, WBBO; Gastonia, WCNC, WLTC; Goldsboro, WEQR; Greensboro, ET; Jacksonville, WLAS; Kannapolis, WGTL; Lenoir, WJRI; Monroe, WMAP; Mooresville, WHIP; Morehead City, WMBL; Newton, WNNC; Oxford, WOXF; Rocky nt, WFMA; Salisbury, WSTP; Sanford, WEYE; Shelby, WOHS.

NORTH DAKOTA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
SMARCK	KFYR	550	5kw	NBC	Blair	11		9	6	20	7	14	3•		10			UP;T
VILS LAKE	KDLR	1240	250w	MBS	Holman	7		27	14	9	12	15	1•	x	13			UP;Sc,W
CKINSON	KDIX	1230	250w	KBS	Holman			37	3	24	11	20	5•	5	8	½		AP;Sc, St,W
RGO	KFGO	790	5kw	ABC	Gill-Perna	2		80		20	25	18	2	2	36	2		AP;St,W
	KVOX	1280	1-D,500-N	MBS	McGillvra	3		58	5	5	3	17	13•	1	3			UP
	WDAY	970	5kw	NBC	PGW	8		17	5	9	2	22	3•	2	6			AP,UP;T
AND FORKS	KILO	1440	1-D,500-N	CBS	Everett-McK	8		27	10	5	5	20	3	1	2			AP
	KNOX	1310	5kw		Rambeau			52	6	7	5	16	13•	1	4	1†		UP
TTINGER	KNDC	1490	250w					70	4	22	10	20	3	3	6			UP;T
MESTOWN	KEYJ	1400	250w	K,M		8		40	6	2	5	18	10•	½	3	½		
	KSJB	600	5kw	CBS	Weed	9		21	10	16	5	14	1•	1	4			AP
ANDAN	KBOM	1270	1-D,250-N		Gill-Perna			22	3	8	7	6	18•		2			AP;W
NOT	KCJB	910	1kw	CBS	Weed	5		28	11	44	6	14	8•	1	3			AP,UP
	KLPM	1390	5-D,1-N	MBS	Walker	2		31	4	5	11	21	6•	2	3	½		AP;Co,W
LLEY CITY	KOVC	1490	250w	MBS		3		52	8	16	15	30	12		8			UP
ILLISTON	KEYZ	1450	250w	—				50	7	10	5	2	4•	2	6			UP;St

OHIO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
RON	WADC	1350	5kw	CBS	Hollingbery	11	6	83	9	3	12	23	6	3		1	2	UP;St,W
	WAKR*	1590	5kw	ABC	Burke-Stuart	2	6	10	2		10	20	7•		3			AP,UP
	WCUE	1150	1kw-D	—	Pearson			100		9	5	15	2•	x			1	UP
	WHKK	640	1kw-D	MBS	Bolling	4		45	2	16	10	12	1	x	2		8	
LIANCE	WFAH*	1310	1kw-D	—	Rambeau			30	17		6	14	3•	3	2			AP;LW
HLAND	WATG*	1340	250w	—	McGillvra			62	13		7	x	13•	5	1	½		UP;T
HTABULA	WICA*	970	5-D,1-N	—	Everett-McK			50	8	13	5	16	19•	3	4	4		UP;T
HENS	WATH	970	1kw-D	—	Continental			55	1	16	8	18	2•	2	1			UP
LLAIRE	WTRX*	1290	1kw-D	MBS	Burn-Smith	3		62	1	1	4	16	9•	3	4	3		UP;W
LLEFONTAINE	WOHP	1390	500-D	KBS				55			7	4	2		2			UP
WLING GREEN	WWBG	730	250-D	—				40	52	4	x	x	1	1	2			AP
MBRIDGE	WILE	1270	1kw-D	—				29	4	5	7	10	x	1	1			AP;St
NTON	WAND	900	500-D	—	Best			40	10	—		6	2					AP;C
	WCMW	1060	1kw-D	—	Burke-Stuart			36	1	18	19	8			1			UP;W
	WHBC*	1480	5kw	ABC	V,R&McC	4	1	58	13	3	5	17	15•	4	4			AP
ILLICOTHE	WBEX	1490	250w	A,M		x		58	21	3	4	6	19•	5	2		10	UP;St
	WCHI	1350	500-D	—	McGillvra			36	2	30	8	15	9•	2	6			UP
NCINNATI	WCIN	1480	1kw-D	—	Gill-Perna			x		x	10	x	8	3			91	UP
	WCPO*	1230	250w	—	Blair			93	10	5	2	10	4•	3				UP
	WKRC*	550	5-D,1-N	CBS	Katz	x	1	49	7		3	14	7	5	5			AP
	WLW	700	50kw	NBC		x	4	8	35	10	11	18	x	5	x			INS,UP; Se,T
	WSAI*	1360	5kw	—	Weed	2	1	85	2		5	17	x•	1				AP;W
	WZIP	(See COVINGTON, KY.)																
EVELAND	KYW*	1100	50kw	—	PGW		6	125	20		6	30	2	3	3			AP,UP;C
	WDOK*	1260	5kw	—	H-R Reps		2	50	22	12	7	6	11•	3		9		UP;Se
	WERE*	1300	5kw	—	V,R&McC		6	131	4	4	3	12	11•	3	3			All
	WGAR*	1220	50kw	CBS	Christal	7	1	75	14		1	14	2•	3	½			INS,UP;Se
	WHK*	1420	5kw	NBC	NBC Spot Sales	4	1	75	7	½	9	6	4•	3	7			
	WJMO	1540	1kw-D	—	United			60			14	6	2			9	75	UP
	WJW*	850	5kw	ABC	Katz	4	2	45	6	5	8	18	3	5		2	17	
	WSRS*	1490	250w	—	Pearson		6	x	x	x	x	x	x			x	x	AP,INS;A
LUMBUS	WBNS	1460	5-D,1-N	CBS	Blair	9	1	53	2		3	13	2•	4	2			AP
	WCOL*	1230	250w	ABC	H-R Reps	3	6	95	8	3	15	17	9•		2		12	AP
	WRFD	(See WORTHINGTON)																
	WTVN	610	5kw	—	Katz		6	105	3	x	5	12	5•	5	1			All;W
	WVKO*	1580	1kw-D	—	Forjoe			100	—		3	8	4				25	UP

OHIO *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
COSHOCTON	WTNS	1560	1kw-D			—	—	38	3	12	5	2	2•	3	3		—	UP;W
DAYTON	WAVI	1210	250-D		Forjoe	—	—	48	3	26	2	9	½		2		3	UP
	WING	1410	5kw	ABC	H-R Reps	3	6	112	—	8	14	11	3•	2			30	AP
	WONE	980	5kw		Headley-Reed	—	1	101	2	24	5	18	3•	6	2	½	2	AP;C
DEFIANCE	WONW	1280	500w		Devney	—	—	50	3	13	2	18	x•	4	5			UP;A
DOVER	WJER	1450	250w			—	—	41	23	8	10	14	14•	10	4			UP;W
EAST LIVERPOOL	WOHI	1490	250w	ABC		x	—	x	x	x	20	21	14•	6	6			AP
ELYRIA	WEOL*	930	1kw		Walker	—	—	118	28	10		10	2•				—	UP;T
FINDLAY	WFIN	1330	1kw-D		McGillvra	—	—	80	7	—	3	10	2•	2	½	—	—	AP,INS
FOSTORIA	WFOB*	1430	1kw		Rambeau	—	—	91	4	17	9	8	4•	2	3			AP;C,S
FREMONT	WFRO*	900	500-D		Best		—	31	3	6	3	6	2•	2	2		—	UP
GALLIPOLIS	WJEH	990	250-D			—		22	2	9	6	5	1•	3	x	—	3	UP
HAMILTON	WMOH*	1450	250w			—		70	9	5	8	17	2•	2	5		½	UP;LW
IRONTON	WIRO	1230	250w	K,M	McGillvra	7		49	3	8	20	21	6•	1	1			UP
JACKSON	WLMJ	1280	1kw-D	KBS				20	6	8	10	4	x•	2	2			UP
LANCASTER	WHOK	1320	500-D			—	—	51	1	17	6	4	½•	5	3			UP;T
LIMA	WIMA*	1150	1kw	ABC	H-R Reps	2		70	10	—	4	20	7•	5	2			UP
MARIETTA	WMOA	1490	250w	MBS	McGillvra	x	—	47	2	3	12	15	6	2	5			
MARION	WMRN*	1490	250w	ABC		4	—	23	16	3	4	15	8•	6	9			UP;T
MIDDLETOWN	WPFB	910	1kw		Webb		2	45	5	12	29	14	2•	3	3		½	AP;T
MT. VERNON	WMVO*	1300	500-D	ABC			—	32	8	10	5	10	11•	3	3			UP;T
NEWARK	WCLT*	1430	500w		Meeker	—	—	41	31	1	5	10	5•	5	4			AP
PAINESVILLE	WPVL	1460	500-D		Devney			70	20	3	3	15	2•	3	4	1		AP
PIQUA	WPTW	1570	250-D	KBS	Best			35	10		5	8	2•	1	1			AP;W
PORTSMOUTH	WNXT	1260	5-D,1-N	ABC	Everett-McK	4	½	56	8	—	4	16	3•	5	1			UP
	WPAY*	1400	250w	CBS	Webb	10	1	30	3	1	3	29	4•	4	1			AP
SANDUSKY	WLEC	1450	250w	K,M	Holman	2	—	59	4	½	6	25	10•	1	1		1	UP;T
SPRINGFIELD	WBLY	1600	1kw-D		Thos. Clark		—	45	—	—	3	7	3		3			UP
	WIZE	1340	250w	ABC	H-R Reps	4	1	50	1	4	3	9	3•		2		3	AP;W
STEUBENVILLE	WSTV*	1340	250w	MBS	Avery-Knodel	5	1	63	3	—	7	25	16•		2	2	½	
TOLEDO	WOHO	1470	1kw		Pearson		½	101	6	24	2	x	5•	9	5			AP;T,W
	WSPD*	**1370**	**5kw**	NBC	Katz	6	½	25	4	1	8	20	9•	8	3	1		INS,UP;LW,T
	WTOD	1560	1kw-D	—	Forjoe	—	—	61	6	5	3	3	2	3	2	3†	4	AP;LW
WARREN	WHIH	1440	5kw	MBS	Rambeau	2	1	75	13	2	14	28	8•	10	2	1	5	AP;A,T
WASHINGTON C.H.	WCHO	1250	500-D	KBS	Best	—	—	15	4	25	10	5	4•	3	10		—	UP;Se
WAVERLY	WPKO	1380	1kw-D			—	—	51	7	16	5	8	3	3	3		—	AP;W
WORTHINGTON	WRFD	880	5kw-D		Gill-Perna		—	36	10	5	6	13	3•	4	10		—	AP,INS
YOUNGSTOWN	WBBW	1240	250w	ABC	Weed	3	1	75	6	6	6	19	x	2	—		2	AP;LW
	WFMJ	1390	5kw	NBC	Headley-Reed	4		51	7	—	7	21	3•	2	3			AP
	WHIH	(See WARREN)																
	WHOT	1570	250-D		Pearson	—		70	—	—	4	6	½				1	UP
	WKBN*	570	5kw	CBS	Raymer	9		41	3	—	10	16	4•		3	—		AP,UP;W
ZANESVILLE	WHIZ	1240	250w	NBC	Pearson	6		60	9	5	9	15	6•	3	2	—	—	UP;St

INFORMATION: Cincinnati, WCKY; Dayton, WHIO; Mansfield, WMAN; Toledo, WTOL; Wellston, WKOV; Wooster, WWST.

OKLAHOMA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALTUS	KWHW	1450	250w	MBS	Pearson	5	—	50	2	15	—	11	2•	2	2	—	—	UP
ALVA	KALV	1430	500w		Best	—	—	67	24	26	6	12	3•	2	x	—	—	AP
ARDMORE	KVSO	1240	250w	ABC	V,R&McC	x	—	50	2	4	8	13	5•	2	4	½†	—	AP
BLACKWELL	KLTR	1580	250-D		Best	—	—	24	6	14	5	2	—	—	—		—	AP;T
CHICKASHA	KWCO	1560	1-D,250-N	KBS	Best	—		65	4	33	4	2	4•	—	4	—	—	AP
CUSHING	KUSH	1600	1kw-D	KBS	Best	—	—	60	1	4	6	9	5•	—	2	—	—	AP;Se,W
DUNCAN	KRHD	1350	250-D, 100-N	K,M	V,R&McC	4		72	—	6	7	10	9•	5	1	—	¼	—

OKLAHOMA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ID	KCRC	1390	1kw	ABC	Pearson	5		50	7	7	3	10	9•	2	2			AP;W
	KGWA	960	1kw		V,R&McC			70		17	6	21	x•					UP;St
EDERICK	KTAT	1570	250-D	KBS	Best			21	2	8	3	7	1•	1	1		¼	UP
UTHRIE	KWRW	1490	100w	—				50		15	3	3	x				12	AP
UYMON	KGYN	1220	1kw-D	KBS	Best			11	4	10	5	13	1•	1	6			UP;T,W
UGO	KHIN	1340	250w	KBS				58		30	5	11	1		5		5	AP;T
AWTON	KSWO	1380	1kw	ABC	Pearson	5		18	6	6	6	20	5•	1	1			UP
CALISTER	KNED	1150	1-D,500-N	—	Pearson			64		11	6	13	3•	6	7			UP;W
	KTMC	1400	250w	ABC	V,R&McC	x		75		11	5	20	1•	½	1			AP
IAMI	KGLC	910	1kw	KBS				71		28	15	15	15•	x	6			AP
USKOGEE	KBIX	1490	250w	ABC	V,R&McC	7		15	4	7	12	x	1•	1	6		8	UP
	KMUS	1380	1-D,500-N	—	Pearson			71	27	20	8	10	15•	8	15		10	
CLAHOMA CITY	KBYE	890	1kw-D	—	Dora-Clayton			7		10	18	5		2			70	
	KLPR	1110	1kw-D					x	x	x	18	x			6		6	AP
	KOCY	1340	250w	MBS	Pearson	3	6	102	10		5	15	8•					AP
	KOMA	1520	50kw	CBS	Avery-Knodel	8	2	32		25	5	6	x	1	2			UP;W
	KTOK	1000	5kw	ABC	Raymer	2		104			6	15	x•		6			AP
	KTOW	800	250-D	—	Gill-Perna			x		—	1	10	x					AP
	WKY	930	5kw	NBC	Katz	7		11	3	1	3	17	2•		5			AP,UP
CMULGEE	KHBG	1240	250w		Best			39	3	12	9	12	8•		2		12	AP;T
ULS VALLEY	KVLH	1470	250-D	KBS	Best			70		10	1	7	8•	2	2			UP,T
NCA CITY	WBBZ	1230	250w	MBS	Pearson	x		60	5	4	6	21	18•	3	6			AP
YOR	KOLS	1570	1kw-D	KBS	Best			24	9	36	21	11	x		1			AP;C,St
AWNEE	KGFF	1450	250w	MBS	Best	3		50	9	10	5	15	x•	2	5			AP;LW
ILLWATER	KSPI*	780	250w	MBS	Thos. Clark			35	1	2	5	5	2•		9			UP;St,W
I-CITY	KWSH	1260	1kw	A,K	V,R&McC	8		23	2	16	1	15	7•	1	2			AP;St
ILSA	KFMJ	1050	1kw-D	—	Burke-Stuart			60		12		7						
	KOME	1300	5-D,1-N	A,M	Gill-Perna	3		—	60	—	18	22	10•	7	2			UP
	KRMG	740	50-D,25-N	—	Blair			84		12	8	11	1•	½	2			AP
	KTUL	1430	5kw	CBS	Avery-Knodel	6	3	101	—	1	3	21	1•		½		12	UP;W
	KVOO	**1170**	**50kw**	NBC	Petry	8	2	46	5	10	16	18	2•	2	10			INS,UP; St,W
NITA	KVIN	1470	500-D	KBS				54	½	9	3	9	5•	2	2			UP
EWOKA	KWSH	(See TRI-CITY)																
OODWARD	KSIW	1450	250w	—	Pearson			42	13	17	6	16	6•		5			AP;LW

INFORMATION: Ada, KADA; Bartlesville, KWON; Clinton, KWOE; Durant, KSEO; Elk City, KASA; Hobart, KTJS; Idabel, KBEL; Norman, KNOR; Poteau KLCO sa, KAKC.

OREGON

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BANY	KWIL	790	1kw	MBS	Best	7		51		5	10	27	x•	1	2			AP;W
HLAND	KWIN	1400	250w	MBS	W. S. Grant	6		38	4	20	11	18	13•		3			UP
TORIA	KVAS	1230	250w	—	Holman			101	7	6	1	7	3•	2				UP
ND	KBND	1110	1kw	MBS	W. S. Grant	5		50	3	17	3	14	5•	2	3			UP;W
RVALLIS	KCOV	1240	250w	—	Everett-McK			65	8	5	2	x	x•		2			UP
	KRUL	1340	250w	—	McGillvra			94	3	6	2	12	3•	2	2			AP
TTAGE GROVE	KOMB	1400	250w	—				86		—	2	15	3•	6				UP
LLAS	KPLK	1460	500-D	—				67			3	10	½		2			AP
GENE	KASH	1600	1kw	—	Cooke			41	11	17	6	12	1	1	2			
	KEED	(See SPRINGFIELD)																
	KERG	1280	5-D,1-N	CBS	Weed	12		25	16	¼	6	16	5•	2	2			AP;W
	KORE	1450	250w	MBS	Everett-McK	x		43	3	3	11	24	20•	10	1			UP;LW,W
	KUGN	590	5-D,1-N	NBC	Meeker	7	6	40	9	8	1	19	10•	2	1			AP
REST GROVE	KRWC	1570	1kw-D	—	—			60		20	½	3		1	1			Se,St
ANTS PASS	KUIN	1340	250w	MBS	W. S. Grant	10		16	7	15	7	17	3	2	2			W
LLSBORO	KRTV	1360	1kw-D	KBS	—			46		5	3	7	1	2	6			AP;LW
OD RIVER	KIHR	1340	250w	—	Meeker			62	15	12	1	12	8•	5	2			AP

OREGON *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
KLAMATH FALLS	KFJI	1150	5-D,1-N	MBS	W. S. Grant	6	....	48	2	12	4	25	8•	2	3		....	UP
	KFLW	1450	250w	A,C	Everett-McK	11	....	18	2	....	1	17	4•	4	1	....	....	AP; S
	KLAD	900	1kw-D	KBS	Headley-Reed		....	50	5	15		7				....	....	AP,UP
LEBANON	KGAL	920	1kw	....	Holman	....	....	98	....	....		14		....	....	....	....	INS
McMINNVILLE	KMCM	1260	1kw	KBS	Continental	....	....	68	10	7	3	9	14•	½	1	....	....	UP;LW
MEDFORD	KBOY	730	1kw-D	KBS	Headley-Reed	....	....	63	1	3	1	6		....	....	....	....	AP,UP
	KMED	1440	5-D,1-N	NBC	Meeker	x	....	28	6	21	4	14	5•	3	3	....	....	UP
	KYJC	1230	250w	A,C	Webb	8	....	32	16	7	4	29	14•	....	3	....	....	UP
NEWPORT	KNPT	1310	1kw	....	Continental	....	....	43	9	28	8	11	6•	2	½		....	UP
NORTH BEND	KFIR	1340	250w	CBS	W. S. Grant	12	....	39	6	8		21	5•	3			....	UP
OCEANLAKE	KBCH	1400	250w	....	....	....	....	67	10	13	12	x	6•	3	¼		....	UP
ONTARIO	KSRV	1380	1kw	KBS	W. S. Grant	....	....	66	2	22	3	21	4	....	3	....	....	....
OREGON CITY	KGON	1520	10kw	....	Weed		....	38	15	....	5	10	7•		....	....	....	UP;St,
PENDLETON	KWRC	1240	250w	ABC	....	6	....	33	2	3	7	20	6•	¼	3		....	UP
PORTLAND	KEX*	1190	50kw	....	PGW	....	6	105	7	6	7	16	5	1	4	....	....	INS,UP
	KGON	(See OREGON CITY)																
	KGW	620	5kw	ABC	Blair	3	1	67	15	5	5	19	5	4	1	....	....	UP
	KOIN*	970	5kw	CBS	CBS Radio Spot	x	....	13	7	1	2	24	2	2	2	....	....	AP,UP St,W
	KPAM*	1410	1kw-D	....	....	....	....	50	66	....	¼	8	....	....	....	....	....	AP;Se
	KPDQ	800	1kw-D	....	Forjoe	....	....	64	....	2	11	4	....	....		....	....	....
	KPOJ*	1330	5kw	MBS	Avery-Knodel	7	1	57	5	8	4	28	6	4		....	....	UP
	KVAN	(See VANCOUVER, WASH.)																
	KWJJ	1080	10kw	....	Burn-Smith	....	....	98	1	....	22	9	....	....	....	1	6	....
	KXL	750	10kw-D	....	Branham	....	....	80	....	....	....	4	....	....	x		....	UP
PRINEVILLE	KRCO	690	1kw-D	....	Best	....	....	34	2	12	3	14	6•	½	4		....	UP;T
REDMOND	KJUN	1240	250w	ABC	McGillvra	14	....	20	....	....		14	5		2	....	....	AP;LW
ROSEBURG	KRNR	1490	250w	CBS	W. S. Grant	9	....	25	5	6	2	13	5•	2	¼	....	....	AP;St
SALEM	KGAY	1430	5kw-D	....	Holman		....	48	6	9	2	7	....	....	9	....	....	....
	KOCO	1490	250w	....	....	....	....	76	21	1	3	4	....	3	2	....	....	UP;A,S
	KSLM	1390	1kw	MBS	Everett-McK	7		20	43	6	20	22	6•	7	7	....	....	LW,W
SPRINGFIELD	KEED	1050	1kw-D	....	Holman	....	....	75	....	....	....	8	1		x	....	....	UP
THE DALLES	KRMW	1300	1kw-D	....	Best	....	....	40	3	5	2	7		12	3	....	....	UP
TILLAMOOK	KTIL	1590	250w	....	Continental	....	....	61	6	20	9	3	12•	6	6	....	....	UP

NO INFORMATION: Astoria, KAST; Baker, KBKR; Coos Bay, KOOS; Coquille, KWRO; La Grande, KLBM; Pendleton, KUMA; Roseburg, KRXL, KYES; The Dalles, K

PENNSYLVANIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALLENTOWN	WAEB	790	500-D,1-N	....	Radio-Tv Reps	....	....	90	6	18	4	12	12•	....	2	4	....	....
	WFMZ‡	100.7	48kw	....	GMB	6	....	½	63	....	1	6	....	....	....	....	....	A,Se
	WHOL	1600	500-D	....	Raymer		....	60	2	....	2	8	4	....	....	½	....	AP
	WKAP	1320	1kw	....	Weed	....	....	94	3	4	12	9	1•	3	1	½	....	AP
ALTOONA	WFBG	1340	250w	NBC	H-R Reps	3	....	59	....	....	3	12	½	....	¼	....	....	AP;W
	WRTA	1240	250w	A,M	Everett-McK	5	....	37	3	....	13	11	5•	1	2	1	....	UP;T
	WVAM	1430	1kw	CBS	Weed	6	¼	39	1	2	10	10	2•	3	10	½	¼	UP;St
BEAVER FALLS	WBVP	1230	250w	....	....	....	....	9	8	26	6	19	10•	2	½	4	2	AP,UP
BETHLEHEM	WGPA*	1100	250-D	....	....	....	....	42	8	1	3	5	1•	5	....		....	UP;T
BLOOMSBURG	WHLM	550	500w	....	....	....	½	70	12	2	10	3	14	3	10		....	AP;A
BRADDOCK	WLOA	(See PITTSBURGH)																
BRADFORD	WESB	1490	250w	MBS	Burn-Smith	5	....	48	18	2	15	20	25•	2	½	....	....	AP
BUTLER	WBUT*	1050	250-D	....	Gill-Perna	....	....	50	7	....	3	20	6	x	3		....	AP
	WISR	680	250-D	....	....	....	....	x	6	....	9	31	2•	¼	3			....
CARBONDALE	WCDL	1440	5kw-D	KBS	Cooke	....	....	61	2	7	3	18	2•	2	6	7	....	UP;W
CARLISLE	WHYL	960	1kw-D	....	....	....	....	60	....	12	x	10	2	....	x		....	UP
CHARLEROI	WESA	940	250-D	KBS	Thos. Clark	....	....	40	2	7	3	2	2	7	2	3		AP;T
CHESTER	WDRF	1590	1kw	....	....	....	2	42	6	8	2	8	6•	5		1	18	St
	WVCH	740	1kw-D	....	Webb	....	....	28	20	9	22	7	x	1	¼	....	....	UP
CLEARFIELD	WCPA	900	1kw-D	....	....	....	....	71	4	1	8	2	3	2	1	....	....	UP;LW
COATESVILLE	WCOJ	1420	5kw	....	....	....		86	2	15	6	15	x•		3		....	UP
CONNELLSVILLE	WCVI	1340	250w	....	....	....	....	73	19	7	7	10	4	1	2	2	4	UP;T,W

PENNSYLVANIA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ORRY	WOTR	1370	500-D	KBS				10	1	7	11	13	3•	1	1			AP;St
OUDERSPORT	WFRM*	600	1kw-D					12		14	9	20	8•	5	1			AP;W
OYLESTOWN	WBUX	1570	250-D		Indie Sales			23	5	6	5	6	1	8				AP;W
J BOIS	WCED*	1420	5-D,500-N	CBS	McGillvra	9	½	28	4	1	12	16	12•	2	2	1		
ASTON	WEEX*	1230	250w		Headley-Reed		1	100	10			16	x		5			AP;T
HRATA	WGSA	1310	1kw-D	KBS	Bdcst Time Sls			60	1	8	6	7	5		1			UP
RIE	WERC*	1260	5kw	ABC	Weed	6	2	42	16	3	9	17	1•	3	1		½	UP;C,LW
	WIKK	1330	5kw	NBC	Petry	x		26			3	11	10		x			AP;LW
	WJET	1400	250w		Forjoe		2	100	12	6	5	11	1		2	1		AP;St
	WLEU	1450	250w	MBS	Rambeau	5	2	100	5	6						2		AP
ARRELL	WFAR	1470	1kw-D	KBS				62	1	6	1	6	3			1	1	AP
ETTYSBURG	WGET	1450	250w					10	10	8	6	14	8•		6			AP;W
ANOVER	WHVR	1280	1kw					75	5	16	8	14	6•		4			UP;St
ARRISBURG	WCMB	1460	5kw	MBS	Gill-Perna	10	1	60	4	2	7	14	x•		4			AP;T
	WHGB	1400	250w	ABC		x	1	72	1	4	4	15	4•	1	1			
	WHP*	580	5kw	CBS	Bolling	14	1	13	5	2	2	16	3	2	3			
AZLETON	WAZL*	1490	250w	M,N	Raymer	8		33	2	1	5	19	10•	2	½			AP;W
OMESTEAD	WAMO	860	250-D		Forjoe				3	48	3	7			5	27	16	UP
NDIANA	WDAD	1450	250w	CBS		9		38	2			14	5•		2			UP;W
OHNSTOWN	WARD*	1490	250w	CBS	Weed	9		50	12	5	8	22	10•	2	1	1	2	UP;W
	WCRO	1230	250w	A,M	Forjoe	4	1	106	5	8	9	20	6•	5	1			
	WJAC*	1400	250w	NBC	Young	3	1	42	7		6	18	6•	x	2			AP
ANE	WADP	950	500-D					32	21	1	4	9	7•					AP;T
TTANNING	WACB	1380	1kw-D	KBS	Rambeau			63	8	5	8	14	4•	7	4			AP;T
ANCASTER	WLAN*	1390	1kw	A,M	Headley-Reed	5	½	40	17	4	9	21	12•	3	7	½		AP;C
ANSFORD	WLSH	1410	1kw-D					81		7	5	x	3•		10	3		UP;T
ATROBE	WAKU	1570	1kw-D					29	2	2	3	7	9•					AP;T,W
EBANON	WLBR*	1270	1kw		Burn-Smith		1	1	8	25	15	4	11•	3	2			UP;W
EWISTOWN	WKVA	920	1kw-D		Gill-Perna			60		15	8	3	x•	6	12			UP
	WMRF	1490	250w	NBC	Burn-Smith	4		35	5	2	12	24	6	6	10			AP
OCK HAVEN	WBPZ	1230	250w	MBS	McGillvra	8		40	15	11		24	12•		3			AP,UP;LW,W
cKEESPORT	WEDO	810	1kw-D		Rambeau			55	4	4	3	7	2•	4	1	4		AP;T
EADVILLE	WMGW*	1490	250w	ABC		6		70	4	2	2	14	2•	2	2			AP;W
EXICO	WJUN	1220	250-D		Burn-Smith			20		20	8	10	6•	8	20			AP
ANTICOKE	WHWL	730	1kw-D		Forjoe			40	3	4	7	7	1	3	1	4		Se,W
EW CASTLE	WKST	1280	1kw	MBS	Everett-McK	9		46	2	4	6	16	3•	2	3			UP
ORRISTOWN	WNAR	1110	500-D		Weed			41	2	3	6	5	2•	6	2			AP
HILADELPHIA	WCAU*	1210	50kw	CBS	CBS Radio Spot	8	6	72	8		1	19	3•	3	5			AP;LW
	WDAS	1480	1kw		Pearson		3	117	13		10	8	2	12		10	127	AP
	WFIL*	560	5kw	ABC	Blair	3	1	80	5		6	22	2	3	1		½	
	WFLN‡	95.7	20kw		GMB			1	105	1		7						UP
	WHAT*	1340	250w		Stars National		3	42	1		11	19	1•	3		1	161	AP
	WIBG*	990	10kw		Radio-Tv Reps		2	85	2	6	23	15	1•	•	1			UP
	WIP*	610	5kw	MBS	Petry	3	6	110	8			1	x•	2				AP,UP;[illegible]

RESULTS UNLIMITED!

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SUBURBAN STATION BLDG.
PHILA. 3, PA. • RI 6-2300
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RADIO-TV Representatives

PENNSYLVANIA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
PHILADELPHIA (cont.)	WJMJ	1540	1kw-D	.....	Indie Sales		....	10	5	18	8	3	2•	....	½	42	6	
	WKDN	(See CAMDEN, N. J.)																
	WNAR	(See NORRISTOWN)																
	WPEN*	950	5kw		Gill-Perna		6	102	7		3	16	1		..	...		AP,UP
	WRCV	1060	50kw	NBC	NBC Spot	7	1	84	2	....	7	14	6		2	....	....	AP,UP;
	WTEL	860	250-D					18	4	½	7	x				29	....	.....
PITTSBURGH	KDKA*	1020	50kw		PGW		6	71	8		4	40	6•	3	6			AP,UP
	KQV	1110	5kw	CBS	Raymer	6	½	42	10	2	4	15	5•		½			UP
	WAMO	(See HOMESTEAD)																
	WCAE	1250	5kw		Katz		1	86	16	3	4	12	1	3			¼	AP
	WEDO	(See McKEESPORT)																
	WILY	1080	1kw-D		Stars National			52		4	18	3	1				84	AP
	WJAS*	1320	5kw	A,M	H-R Reps	5	½	70		1	6	21	4	1				UP
	WKJF‡	93.7	10kw				1	112	3			x	x				....	UP;St,T
	WLOA	1550	1kw-D						84		3	3		2		4		UP
	WPIT	730	1kw-D					10	....	11	42	3			2	3		UP
	WWSW*	970	5kw	.....	Blair		6	11	14	5	1	14	3		2			UP
PITTSTON	WPTS	1540	1kw-D		Indie Sales			62	31	8	3	4	1•	2		15		UP;W
POTTSVILLE	WPAM	1450	250w		Everitt-McK			105			4	10	10•	3	3			UP;W
	WPPA*	1360	1-D,500-N					60	14	6	3	7	2	3	2	1		AP
PUNXSUTAWNEY	WPME	1540	1kw	KBS				50	3	2	12	2	3•	2	2			AP;T
READING	WEEU	850	1kw	ABC	Headley-Reed	4		96	....	3	3	14	2•		5	1		UP
	WHUM	1240	250w	CBS	Weed	10		22	2	1	3	9	2		6	½		AP
	WRAW	1340	250w	NBC	Meeker	8		25	2		2	14	2	5				AP
RED LION	WGCB	1440	1kw-D					20		x	30	6	2•	1	6			UP;C,Se
ST. MARYS	WKBI	1400	250w	MBS		4		26	8	7	8	12	8•	2	3	1		AP;St
SAYRE	WATS	960	1kw-D		Indie Sales			32	3	13	10	10	x•	2	15			UP

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outsells
good old radio!

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WIP
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PHILADELPHIA

PENNSYLVANIA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
RANTON	WARM	590	5kw	ABC	Bolling	7	1	100	10	7	1	16	5•	2	1		½	UP;T
	WEJL	630	500-D		Meeker			56	16		2	15	2•	3	1			AP,UP; LW,St
	WGBI*	910	1-D,500-N	CBS	H-R Reps	9	1	32	6		3	11	6	5				AP
IAMOKIN	WISL	1480	1kw	MBS	Forjoe	8		23	7	3	3	12	2	¼				
MERSET	WVSC	990	250-D		Indie Sales			38	6	5	5	11	8	1	4			UP;St
ROUDSBURG	WVPO	810	250-D		Radio-Tv Reps			61	5	2	8	1	9•	1	2			UP
NBURY	WKOK*	1210	250w	CBS		9		20	11	2	6	15	2•		2			AP
TUSVILLE	WTIV	1290	500-D					52	8	10	5	9	4•	2	2			AP;W
RONE	WTRN	1290	1kw-D					26	12	15	8	3	8•	2	3			UP;W
IONTOWN	WMBS	590	1kw	CBS	Meeker	9		30	3	10	1	18	1•		1	2		
ARREN	WNAE*	1310	1kw-D					13	12		7	13	8•	2				AP;T
ASHINGTON	WJPA*	1150	250w	MBS	McGillvra	1		70	10		3	20	10•	5	1			UP;T
ILKES-BARRE	WAZL*	(See HAZLETON)																
	WBAX	1240	250w	MBS	Burn-Smith	8		50	10	1	7	20	7•		¼			UP
	WBRE*	1340	250w	NBC	Headley-Reed	9	1	31	3	7	1	13	2			7		AP;C,T
	WILK	980	5-D,1-N	ABC	Avery-Knodel	7	1	51	12	½	11	16	5•	1	3	1		T
ILLIAMSPORT	WLYC*	1050	1kw	KBS	Cooke			21	21		20	20	x•	3	1	½		AP;St
	WRAK*	1400	250w	NBC	Everett-McK	8		39	6	2	1	15	2•	3	2			
	WWPA	1340	250w	CBS	Burn-Smith	9		33	2		3	16	1•	3	2			UP;W
RK	WGCB	(See RED LION)																
	WNOW	1250	1kw-D					36	9	10	6	9	2•	1	5			AP;LW
	WSBA	910	1kw	A,M	Young	5	½	68			1	25	10	5	3			AP;W

INFORMATION: Allentown, WSAN; Apollo, WAVL; Barnesboro, WNCC; Bedford, WBFD; Bloomsburg, WCNR; Chambersburg, WCHA; Emporium, WEMR; Greensburg IJB, Harrisburg, WKBO; Huntington, WHUN; Lancaster, WGAL; McKeesport, WMCK; New Kensington, WKPA; Oil City, WKRZ, Pottstown, WPAZ, Roarin ring, WKMC; Scranton, WICK, WSCR; Sharon, WPIC; State College, WMAJ; Warren, WRRN; Waynesboro, WAYZ; Wellsboro, WNBT, York, WORK.

RHODE ISLAND

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
WPORT	WADK	1540	1kw-D		Walker			43	4	3	5	15	2•	4		3		AP;W
WTUCKET	WPAW	550	1kw-D					36		14	5	7	3			16		UP
OVIDENCE	WEAN*	790	5kw	A,M	V,R&McC	x						20	8•	2				AP;UP
	WHIM	1110	1kw		Headley-Reed			65	5		3	2	1•		½			UP
	WICE	1290	500-D					91			3	14	x•					AP
	WJAR	920	5kw	NBC	Weed	9		38	3		7	17	2	4				AP,INS
	WPAW	(See PAWTUCKET)																
	WPRO*	630	5kw	CBS	Blair	11		24	4			15	1		1			AP;UP
	WRIB	1220	1kw-D		Indie Sales			21	6	3		8				26		INS;A,Se
	WTMH‡	101.5	20kw			18	1		120		2	4						INS
ESTERLY	WERI	1230	250w		Walker			70	1	1	3	12	5•		1	1		UP
EST WARWICK	WWRI	1450	250w				6	75	3	3	17	17	6•	3	3	6		AP;T
OONSOCKET	WNRI	1380	1kw-D					52	6	5	½	11	2			1		UP
	WWON*	1240	250w		Webb			100	5		2	2	1•	3		5		AP;W

SOUTH CAROLINA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
IKEN	WAKN	990	1kw-D	KBS				20	7	6	6	10	1•	5	3		1	AP;C,W
NDERSON	WAIM*	1230	250w	CBS	Headley-Reed	8		x	x	x				3	2		3	INS;LW
	WANS	1280	1kw	MBS	Devney	7		32	12	15	5	18	3•		2		3	UP;St
ARNWELL	WBAW	740	500-D		Best			30	4	12	2	7	2•	3	5		8	UP;W
AUFORT	WBEU	960	1kw-D	KBS				63	9		3	x	2•		2		7	UP;W
NNETTSVILLE	WBSC	1550	10-D,5-N	MBS	Indie Sales	6		15		18	3	15	1•	3	3		14	
SHOPVILLE	WAGS	1380	1kw-D	KBS	Interstate			10		27	1	1	1•		6		6	AP;W
AMDEN	WACA	1590	1kw-D					14	4	18	7	7	1•	3	1		5	UP;T

MBOLS: * am-fm station; ‡ fm station; D—daytime power; N—night power; • local sports covered; † Lat. Amer. included; x figure unspecified; category unclaim

SOUTH CAROLINA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CHARLESTON	WCSC*	1390	5kw	CBS	PGW	x	¼	32	8	8	5	9	2•	1	1	x	1	UP;W
	WHAN	1340	250w	A,K,M		12	1		7	15	16	x	3•		1			UP
	WPAL	730	1kw-D		Forjoe			35			40						40	
	WQSN	1450	250w		Pearson		1	39	2	30	28	13	2•				35	UP
	WTMA*	1250	5kw	NBC	Hollingbery	6		80		25	6	10	x•	3	2			AP
CHERAW	WCRE	1420	1kw-D	KBS	Best			18	4	6	22	10	4•	1	1		4	UP
COLUMBIA	WCOS*	1400	250w	ABC	Headley-Reed	6		31	30		8	15	5•		5		13	AP;W
	WIS*	**560**	**5kw**	NBC	PGW	6		72	8	3	5	13	5•	5	3			AP,UP;
	WMSC	1320	1kw	CBS	H-R Reps	7	1	75			2	18	2	5				UP;Se,S
	WOIC	1470	5kw-D		Forjoe			16	1		33	3	2•	½	½		85	
DARLINGTON	WPFD	1350	500-D		Best			39	8	15	6	10	x	1	4		4	UP;LW
DILLON	WDSC*	800	1kw-D	ABC	Gill-Perna	3		18	1	12	12	19	5•		x		6	UP
ASLEY	WELP	1360	1kw-D	KBS	Indie Sales			25	2	4	25	7	3•	½	1		7	UP;A,St
LORENCE	WJMX	970	5-D,1-N	ABC	Walker	5		13	8	15	3	18	9•	1	10			UP;T
	WOLS	1230	250w					69	4	10	10	6	2•		¼		9	Se
GAFFNEY	WFGN	1570	250-D					22	2	13	5	6	4•	2	2			UP
GREENVILLE	WESC*	660	5kw-D		Rambeau			14		16	7	3	2•	2	2		12	AP;LW
	WFBC*	1330	5kw	NBC	Avery-Knodel	10		22	3	6		4	2	3	7		4	AP
	WMRB	1490	250w	A,M	Cooke	9		63	8	1	2	10	5		x			AP
	WMUU	1260	1kw-D		Continental				45		33	15		3	1			AP;LW
	WQOK	1440	5kw	CBS	Walker	7		37	6	27	3	12	4•	2	1		6	UP
GREENWOOD	WCRS*	1450	250w	NBC	Thos. Clark	8		30	2	18	8	11	x•		2		3	AP;T
	WGSW	1350	1kw-D	K,M	Indie Sales; D-C	x		18		30	6	7	1				10	UP
GREER	WCKI	1300	1kw-D		Best			27		27	17	4	x					AP
	WEAB	800	250-D	KBS				18	4	13	12	6	3•	3	½		3	UP;W
HARTSVILLE	WHSC	1450	250w	MBS		x		22	16	12	7	13	2•		1		3	AP
LAURENS	WLBG	860	250-D		Indie Sales			44		18	6	8	x•		2		9	UP
MULLINS	WJAY	1280	1kw-D	KBS				45	2	27	4	5	3•	2	3		10	UP;LW,S
MYRTLE BEACH	WMYB	1450	250w	KBS	Cooke			46	10	2	5	18	4•		½		5	UP
NEWBERRY	WKDK	1240	250w	MBS	Interstate	8		33	7	20	7	10	3•	3	2		12	AP;T
ORANGEBURG	WDIX	1150	5-D,5-N	A,M	Devney; Holman	5		46	1	7	1	5	6•		2		6	AP
	WTND*	920	1kw-D	KBS	Thos. Clark			40	14	12	4	10		½	7		11	UP
ROCK HILL	WRHI*	1340	250w	K,M	McGillvra	x		48	2	23	6	10	15•	1	7		2	AP
	WTYC	1150	1kw-D		Indie Sales			45		21	15	7	4	1	3		6	UP
SENECA	WSNW	1150	1kw-D		Best			28	7	21	7	10	4	4	7			
SPARTANBURG	WJAN	1400	250w	A,M		5		64	25	24	9	x	12•	12	7		12	AP;W
	WORD*	910	1kw	NBC	Raymer	6		48		25	5	13	4	1	2		1	AP;T
	WSPA*	950	5kw	CBS	Hollingbery	7		25	3	13	9	17	3•	6	3			UP;St
SUMTER	WSSC	1340	250w	ABC	Best	7		30	12	18	12		3•		3		30	
UNION	WBCU	1460	1kw	MBS	Interstate	5		26		18	7	11	15•	3	2		4	UP;W
WALTERBORO	WALD*	1220	1kw-D	MBS		5		32	1	18	2	12	12•		3		6	AP

NO INFORMATION: Chester, WGCD; Columbia, WNOK; Conway, WLAT; Georgetown, WGTN; Kingstree, WDKR; Lake City, WJOT; Lancaster, WLCM; Spartanburg, WDXY; Sumter, WFIG.

SOUTH DAKOTA

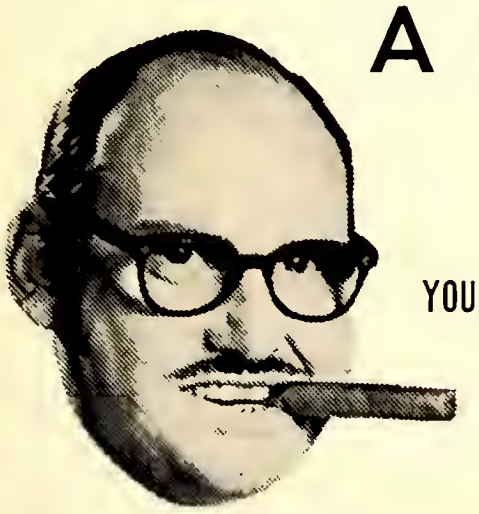
City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ABERDEEN	KSDN	930	1kw	ABC	Weed	7		76	20	9	8	30	15•	6	7			AP
BROOKINGS	KBRK	1430	500-D	KBS				45	13	7	4	10	2•	2	1			AP;W
DEADWOOD	KIJV	1340	250w	NBC		7		16	8	6	5	13	x•	6	6	1		UP;T
MITCHELL	KORN	1490	250w	MBS		7		45		1	6	15	6•		5			UP;LW
MOBRIDGE	KOLY	1300	1kw-D					6	1	3	6	56	1	1	8			UP;W
PIERRE	KGFX	630	200-D									10			¼			UP
RAPID CITY	KOTA	1380	5kw	CBS	Headley-Reed	7		32	3	5	6	15	6•	4	5			AP,UP;C
SIOUX FALLS	**KELO**	**1320**	**5kw**	NBC	H-R Reps	6	1	60	3	10	8	19	5•	2	6			AP,UP; C,St
	KISD	1230	250w	KBS	Cooke			77	16	15	5	13	2•	1	2			AP
	KSOO	1140	10-D,5-N	ABC	Avery-Knodel		½	51	11	1	11	11	6•	3	12			AP
WATERTOWN	KWAT	950	1kw	MBS		6		46	13	8	12	19	10•		8			AP;St,W
YANKTON	KYNT	1450	250w					63	16		1	15	x•		9			UP;T
	WNAX	570	5kw	CBS	Katz	6		28	3	11	11	14	2•	4	12	½		AP,UP; C,LW

NO INFORMATION: Aberdeen, KABR; Dearwood, KDSJ; Rapid City, KRSD; Sioux Falls, KIHO.

TENNESSEE

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ISTOL	WOPI*	1490	250w	NBC	Burn-Smith	8		32	2	3	12	15	1•	½	2			AP;LW
NTERVILLE	WHLP	1570	1kw-D	.				33	9	16	1	3	2•		3			UP
IATTANOOGA	WAGC	1150	250w	MBS		2					10	17	14	1	2			AP
	WAPO	1150	5kw	ABC	H-R Reps	2		40		15	10	8	30•	3	2			UP
	WDEF	1370	5kw	NBC	Branham	5		52	3	2	9	23	4•	5	3			UP;C
	WDOD*	1310	5kw	CBS	Raymer	x		46	2	5	5	11	8•	3	1			AP;St,W
	WDXB	1490	250w	—	Forjoe		1	10	2	50	25	5	3				12	AP
	WMFS	1260	1kw-D	.	Pearson			23			x						91	
ARKSVILLE	WJZM	1100	250w	MBS	Rambeau	5		34	15	14	6	16	15•	2	5		8	AP;T
EVELAND	WBAC	1340	250w	MBS	Gill-Perna; D-C	6		64	1	8	10	18	9•	6	2		3	UP
LUMBIA	WKRM	1340	250w	K,M	Walker; D-C	5		50		23	x	19	x•	1	8		2	AP;T,W
OKEVILLE	WHUB	1400	250w	CBS	Continental	7		42	1	25	10	17	6•	1	5			UP
VINGTON	WKBL	1250	1kw-D	.				26	2	25	13	9	4•	4	1		2	AP
OSSVILLE	WAEW	1330	1kw-D	KBS				14		30	8	8	2	5	2			UP
CKSON	WDKN	1260	1kw-D	KBS				30	6	20	4	1	6•	1	3		3	AP
ZABETHTON	WBEJ	1240	250w	MBS	Gill-Perna	3		24		9	4	12	5•	½	½			UP
YETTEVILLE	WEKR	1240	250w	K,M		4		38		15	4	55	8•	3	3		5	AP;T
ANKLIN	WAGG	950	1kw-D	—				36		25	2	10	x		2		7	AP
LLATIN	WHIN	1010	1kw-D					19		54	9	1	2•		4		3	UP;C
MBOLDT	WIRJ	740	250-D	KBS				60		3	8	7	4•		2		3	AP
CKSON	WDXI	1310	5-D,1-N	MBS	Headley-Reed	7	6	30	3	24	2	6	2•	3	2			UP;W
	WJAK	1460	1kw-D	.	Best; D-C			76			21	7	3•	5	6		97	UP
	WTJS*	1390	1kw	ABC	Branham	5		60	2	8	16	16	12•	5	4			AP;T
HNSON CITY	WETB	790	1kw-D	.. ..	McGillvra			21	8	4	x	x	2•	2	2		1	AP;W
	WJHL*	910	5-D,1-N	CBS	Pearson	7		51	9	8	10	14	10•	2	4			AP;UP
IGSPORT	WKIN	1320	5kw-D	—	Walker			53	6	18	12	12	8	2	3		6	UP;W
	WKPT*	1400	250w	NBC	Burn-Smith	9		50	6	2	1	13	3•	5	1			AP;T
OXVILLE	WATE	620	5kw	NBC	Avery-Knodel	6		40		10	6	12	3•	3	2		..	UP
	WBIR*	1240	250w	ABC	Gill-Perna	4		75	4			39	9•	3				UP;T
	WIVK	860	1kw-D	.. ..	Forjoe			12		52	20						12	
	WKGN	1340	250w	MBS	Rambeau	5	6	86	5		3	13	15•		1		10	AP
	WNOX	990	10kw	CBS	Blair	8		46	5	22	3	14	5		3		½	UP;T
FOLLETTE	WLAF	1450	100w	KBS	.. ....			62	6	21	10	8	10•	2	3			AP;W
WRENCEBURG	WDXE	1370	1kw-D	KBS	Headley-Reed			47	3	15	5	15	4•	3				UP;W
ANON	WCOR	900	250-D		....			32	5	24	6	7	2•	5	2			AP
IOIR CITY	WLIL*	730	1kw-D	KBS	....			9		29	19	x	2	5	1			UP
VISBURG	WJJM	1490	250w	K,M	Best	7		25	2	15	4	16	2	1	4		3	AP;W
INGTON	WDXL	1490	250w	KBS	Headley-Reed			77		28	12	14	x•	1	22			UP
RYVILLE	WGAP	1400	250w	.	Best			40	26	11	8	25	x•	13	3			AP;T,W

HEY, TONI, JOE'S GOT A FULL WAVE!



Joe is represented by H-R

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NEW KELO RADIO

NEW MIRACLE 1,032 FT. TOWER

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SIOUX FALLS, S.D.

One of the Midwest's Leading Radio Stations Affiliated with NBC

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V.P.

TENNESSEE *(continued)*

City	Call letters	Freq.	Power	Nat. network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
McKENZIE	WHDM	1440	500-D		Best			20	7	14	3	6	3	x	2			AP;Se.
McMINNVILLE	WBMC	960	500-D					15	3	18	10	18	2•	8	3		8	AP;T
	WMMT	1230	250w	K,M		x		40	13	26		14	4•	4	4		2	UP;W
MEMPHIS	KWEM	990	1kw-D		Stars National					40	28	5		½	1		26	
	WDIA	1070	50kw		Pearson			70			70	10	7•	5	4		140	UP
	WHBQ	560	5-D,1-N	A,M	H-R Reps	4		100			9	8	1•		1			UP
	WHER	1430	1kw-D					80	4		2	7	1	25				UP
	WHHM	1340	250w		Young			63	2	30	14	3	2•				22	UP
	WLOK	1480	5kw-D		Forjoe; D-C						x						94	
	WMC*	790	5kw	NBC	Blair	10		26	10	8	5	15	3•	3	3			AP,UP
	WMPS	680	10-D,5-N		Radio-Tv Reps		6	150			2	11	3•		3			UP;St,
MILAN	WKBJ	1600	1kw-D					29		16	12		12•					AP
MORRISTOWN	WCRK	1450	250w	MBS	Holman	3		57	2	24	4	10	8•	3	5			AP;T
MURFREESBORO	WGNS	1450	250w		Holman			84	26	48	10	20	5•	2	6		7	AP;LW T,W
	WMTS	860	250-D					43		12	6	8	8•	3	3		1	UP;St,
NASHVILLE	WKDA	1240	250w		Stars National		1	138				2						AP;C,S
	WLAC	1510	50kw	CBS	Katz	9	6	29	3	22	4	16	2	9			33	UP;T
	WMAK	1300	5kw		Bdcst Time Sls			120			2	4						UP
	WNAH	1360	1kw-D	MBS	Continental	4		56			29	27	x•	3				UP
	WSIX	980	5kw		Hollingbery			70		12	6	19	12•	1	1			AP
	WSM	650	50kw	NBC	Blair	9		50	2	61	7	20	1•	1	6			AP,UP
	WSOK*	1470	1kw-D		Gill-Perna			13		x	10			4			84	AP
NEWPORT	WLIK	1270	5kw-D	KBS				24		23	8	7	5	2	2			UP
OAK RIDGE	WATO	1490	250w	MBS		3		56	4		2	26	4•	10				AP
	WOKE	1290	1-D,500-N	KBS	Best			45	7	17	1	10	5•	1	1			AP
PARIS	WTPR*	710	250-D	KBS	Headley-Reed			37	6	28	3	6	5•	2	6		3	UP;W
PULASKI	WKSR	1420	1kw	ABC	Thos. Clark	6		15	2	12	1	8	2	1	3			UP;T
RIPLEY	WTRB	1570	250-D		Best			35	1	40	4	9	4•	2	3		15	UP
ROGERSVILLE	WRGS	1370	1kw-D		Best			27	4	23	14	7	3•	x	4		3	UP;T
SEVIERVILLE	WSEV	930	1kw-D	KBS	Rambeau			65	3	36	3	15	5	6	10			UP
SOUTH PITTSBURG	WEPG	910	500-D					25	8	20	7	8	4		2			UP;W
SPARTA	WSMT	1050	1kw-D					22	2	15	6	6	2•	4	6			UP;W
SPRINGFIELD	WDBL	1430	1kw-D	KBS				36		25	3	1	2•		3		8	AP;W
SWEETWATER	WDEH	800	500-D	KBS				24		24	18	6	3	½	3			UP;T
UNION CITY	WENK	1240	250w	MBS	Headley-Reed	4		28		5	3	16	2	¼	1			UP;W
WINCHESTER	WCDT	1340	250w	ABC		6		42		13	6	16	3•		2			UP;C,W

NO INFORMATION: Athens, WLAR; Church Hill, WMCH; Clarksville, WDXN; Dyersburg, WDSG; Greenville, WGRV; Harriman, WHBT; Knoxville, WKXV; Memp WREC; Shelbyville, WHAL; South Pittsburg, WEPG; Tullahoma, WJIG.

TEXAS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ABILENE	KRBC	1470	5-D,1-N	ABC	Pearson	3		40		11	8	13	2•	1	2	3†		AP
	KWKC	1340	250w	MBS	V,R&McC	8		35	10	2	6	17	5•	6	2	¼†	1	AP,UP;
ALICE	KBKI	1070	1kw		Pearson		1	77		9	5	12	1•		1	25†		AP;W
ALPINE	KVLF	1240	250w	MBS	Best	8		20	6	6	10	21	7•	6	4	14†		UP;T
AMARILLO	KFDA	1440	5-D,1-N	A,M	H-R Reps	3		91			3	14	6•		3			AP
	KGNC	710	10kw	NBC	Katz	8		21	6	8	3	20	6•	x	20			AP,UP; St,W
	KLYN	940	1kw	CBS	Blair	8		80			11	14	2•	2	2			UP
	KRAY	1360	500-D					84			½	7						AP
ANDREWS	KACT	1360	500-D					60	1	8	1	8	3•	2	1			AP;W
ATHENS	KBUD	1410	250-D					36		19	6	8	2•		1		1	UP
ATLANTA	KALT	900	1kw-D		Best			54	12	6	6	2	1•	3	2		2	AP;W
AUSTIN	KTBC	590	5-D,1-N	CBS	Raymer	7	1	54	6	3	7	21	2	1	2			UP
	KTXN	1370	1kw-D		Natl Tm; Oakes			9		1	3	7		5		60†	20	
BALLINGER	KRUN	1400	250w	KBS	Best			42	6	15	2	21	4•		3	3†		AP;W

SYMBOLS: * am-fm station; ‡ fm station; D—daytime power; N—night power; • local sports covered; † Lat. Amer. included; x figure unspecifie; .... category unclaim

TEXAS *(continued)*

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
Y CITY	KIOX	1270	1kw	MBS	Best	1		56		6	2	14	7•	x	1	4†	5	UP
YTOWN	KRCT	650	250-D	KBS	Best					54	21	35			x		—	AP
	KREL*	1360	1kw		Best			70	10		21	11	x•	5		24†	63	UP
AUMONT	KFDM	560	5kw	ABC	PGW	9		26	22	4	3	16	7	1	4		1	UP;LW
	KJET	1380	1kw-D		Forjoe			42			38	12			x		91	UP
	KRIC*	1450	250w		Branham			93	1		5	8	2•				12	AP;W
	KTRM	990	1kw		Young			62		52	7	4	2•		2		6	
VILLE	KIBL	1490	250w					11	½	11	2	17	5•		3	21†	1	AP;W
SPRING	KBST	1490	250w	ABC	Pearson	7		19	4	2	5	19	4				—	AP
	KTXC	1400	100w	MBS	Best	8		27	1	18	14	20	16•	6	1	6†	9	AP;W
NHAM	KFYN	1420	250w					11		28	8	9	x	2	3			UP
RGER	KHUZ	1490	250w	MBS		8		11	1	5	7	10	8•		½			UP;Se
ADY	KNEL	1490	250w	KBS	Best			52	12	10	1	6			2	1†		
CKENRIDGE	KSTB	1430	1kw-D		Best			30	1	24	8	12	3•		6		½	UP;W
NHAM	KWHI	1280	1kw-D					25	5	21	1	10	3	5	2			UP
OWNFIELD	KTFY	1300	1kw-D		Best			70	1	20	5	6	½•		1	21†		AP;St,T
OWNSVILLE	KBOR	1600	1kw	ABC	Best	6		19	2	3	3	16	7•		7	23†		UP;T,W
(in Matamoros, Mex.)	XEO	970	1kw		Natl Tm; Oakes			100				11		8		126†		AP
OWNWOOD	KBWD	1380	1kw	MBS	Avery-Knodel	3		67		1	10	28	12•		1			AP;W
AN	KORA	1210	250w	MBS	Best	8		80	6	11	1	16	6•	2	2			INS;SeW
MERON	KMIL	1330	500-D		Best			42	9	23	5	8	1•	5	2	6†		AP;W
RTHAGE	KGAS	1590	1kw-D		Best			26	3	20	6	8	5•	3	2		½	AP
ITER	KDET	930	1kw-D		Gill-Perna			12		20	8	11	10•	6	12			UP;W
BURNE	KCLE*	1120	250-D		Best			58	3	11	5	9	3•	3	2			AP
VELAND	KVLB	1110	500w					51	3	23	6	12	1•		½		6	AP;C
EMAN	KSTA	1000	250-D	KBS				22	2	24	2	12	3•	2	4			UP;W
LEGE STATION	WTAW	1150	1kw-D	KBS				23	5	19	5	7	2•		2	8†	5	AP
ORADO CITY	KVMC	1320	1kw-D		Best			50	6	8	10	4	2•		3	2†		AP;W
NROE	KMCO	900	500-D		Best			11	7	16	6	1	2•		2		5	AP;St,T
RPUS CHRISTI	KANN	(See SINTON)																
	KATR	1030	50-D		Branham			32	1	7	10	9	3•	3	15	28†	6	
	KCCT*	1150	1kw-D		R. O'Connell			61			2	5	2		2	77†	7	AP
	KEYS	1110	1-D,500-N	CBS	Raymer	7		56	8		3	20	1	3				UP
	KRIS	1360	1kw	NBC	PGW	9		32	1	2	1	16	4	4	5			St
	KSIX	1230	250w	ABC	Forjoe	7	1	76	6	11	1	16	8•		3			AP
	KUNO	1400	250w		Everett-McK			x	x		3	35		10		123†	11	AP
SICANA	KAND	1340	250w	MBS	Branham	5		70		12	5	14	1•		5		3	AP
CKETT	KIVY	1290	500-D	KBS				18	2	21	7	8			4		7	AP
HART	KXIT	1110	500-D	KBS	Best			12		12	8	11	1	6	3			UP;W

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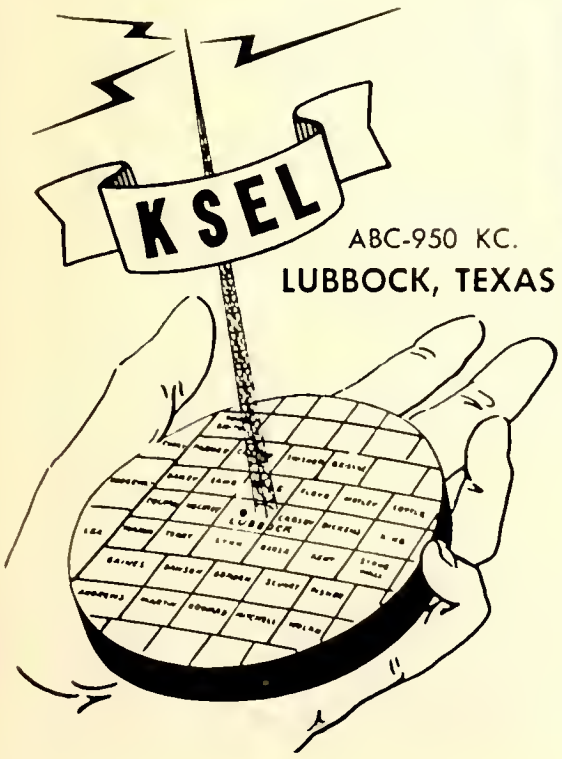
TEXAS *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
DALLAS	KGKO	1480	5-D,500-N	—	Avery-Knodel	—	1	115	—	—	3	14	x•	—	—	—	16	UP
	KIXL*	1040	1kw-D	—	GMB; Pearson; Webb	—	—	10	55	—	2	x	—	12	—	—	—	AP;St,
	KLIF	1190	5-D,1-N	—	H-R Reps	—	6	168	—	—	1	14	—	—	6	—	—	INS,UP
	KNOK	(See FORT WORTH)																
	KRLD*	1080	50kw	CBS	Branham	8	6	27	20	8	6	19	3•	x	4	—	—	UP;Se,T
	KSKY	660	1kw-D	—	Radio-Tv Reps	—	—	34	—	12	18	7	—	—	3	1	14	UP
	WBAP*	(See FORT WORTH)																
	WFAA	820-570	50 & 5kw	A,N	Petry	8	—	28	9	—	12	20	3•	4	5	—	—	AP,UP
	WRR*	1310	5kw	MBS	Blair	2	¼	87	—	—	4	5	6•	—	—	—	—	UP
DENISON	KDSX	950	500w	—	—	—	—	121	—	—	5	10	4•	—	1	—	6	AP
DUMAS	KDDD	580	250-D	KBS	Best	—	—	33	10	28	2	7	5•	2	2	—	—	AP
EAGLE PASS (Mex.)	XEMU	580	5kw-D	—	Natl Tm; Oakes	—	—	x	2	x	—	x	x	—	—	98†	—	—
EASTLAND	KERC	1590	500-D	—	Best	—	—	52	20	22	4	12	5•	4	5	—	—	AP;C,T
EDINBURG	KURV	710	250w	—	Rambeau	—	—	47	6	7	5	14	6•	—	—	30†	—	UP;Mc
EL CAMPO	KULP	1390	500-D	—	—	—	—	14	5	29	10	10	8•	3	4	16†	3	UP;T
EL PASO	KELP	920	1-D,500-N	—	Young	—	6	141	—	—	5	12	x	x	—	—	—	UP
	KEPO	690	10kw	A,M	Pearson	x	—	84	—	—	3	9	3•	1	1	28†	—	UP
	KROD	600	5kw	CBS	Branham	x	—	55	7	5	2	15	2•	3	2	—	—	—
	KSET	1340	250w	—	—	—	6	150	—	3	1	14	3•	—	—	—	—	AP;C,V
	KTSM	1380	1-D,500-N	NBC	Hollingbery	12	—	15	4	—	2	7	7•	3	3	—	—	UP;T
Licensed in	XEJ	970	10kw	—	Natl Tm; Oakes	—	—	—	—	—	—	10	6•	3	—	126†	—	—
Juarez, Mex.)	**XELO**	**800**	**150kw**	—	R. O'Connell	—	—	21	—	14	7	4	2	7	—	84†	—	—
FALFURRIAS	KPSO	1260	500-D	—	—	—	—	40	1	10	2	12	2•	6	12	20†	2	AP
FLOYDADA	KFLD	900	250-D	—	Continental	—	—	20	5	23	5	9	2	2	2	7†	—	UP;St
FORT STOCKTON	KFST	860	250-D	KBS	Best	—	—	48	8	12	4	3	4•	3	1	7†	—	AP;Se
FORT WORTH	KCNC	870	250-D	—	—	—	—	42	6	42	—	4	—	—	—	—	11	INS
	KCUL	1540	10kw	—	Best	—	—	44	—	44	26	2	1	2	2	6†	—	AP;T
	KFJZ	1270	5kw	MBS	Blair	4	1	50	—	—	—	12	3	—	—	—	—	—
	KNOK	**970**	**1kw-D**	—	Pearson	—	—	60	—	—	8	7	—	3	—	—	84	UP
	KXOL	1360	5-D,1-N	—	Avery-Knodel	—	6	150	—	—	3	15	2•	—	1	—	—	AP
	WBAP*	820-570	50 & 5kw	A,N	PGW	x	—	31	—	8	3	18	5•	—	4	—	—	AP,UP
	WFAA	(See DALLAS)																
FREEPORT	KBRZ	1460	500-D	—	Best	—	—	40	2	24	2	9	3•	2	1	—	—	AP
GAINESVILLE	KGAF	1580	250-D	KBS	—	—	—	40	—	3	6	12	—	3	5	—	—	AP
GALVESTON	KGBC	1540	1-D,250-N	—	Pearson	—	—	67	2	6	3	11	7•	5	—	3†	23	AP
	KLUF	1400	250w	—	—	—	—	—	3	3	5	11	3•	2	¼	¼†	5	UP
GLADEWATER	KSIJ	1430	1kw-D	—	Best	—	—	36	—	38	11	9	3	—	2	—	—	AP;C
GONZALES	KCTI	1450	250w	KBS	Cooke	—	—	45	1	16	3	8	4•	—	9	16†	1	AP;Se
GREENVILLE	KGVL	1400	250w	MBS	Pearson	3	—	77	—	7	—	28	x•	4	6	—	7	AP
HAMILTON	KCLW	900	250-D	KBS	—	—	—	23	4	27	16	16	6•	1	3	—	—	UP;W
HARLINGEN	KGBT	1530	50-D,10-N	CBS	H-R Reps	5	—	34	4	3	3	15	3•	1	7	42†	—	—
HEREFORD	KPAN	860	250-D	—	Best	—	—	37	6	14	2	9	x•	1	3	5†	—	UP
HILLSBORO	KHBR	1560	250-D	KBS	Best	—	—	35	—	24	2	7	1•	—	3	7	—	UP;W
HOUSTON	KCOH	1430	1kw-D	—	Pearson	—	—	52	—	—	36	x	—	—	—	—	90	UP
	KLBS	610	5kw	KBS	Webb	—	1	107	—	—	10	11	2	—	2	—	—	UP
	KNUZ	1230	250w	KBS	Forjoe	—	6	130	—	9	2	28	½	—	—	—	—	UP;Se
	KPRC	950	5kw	NBC	Petry	x	—	31	—	15	8	12	3	—	5	—	6	—
	KTRH*	740	50kw	CBS	Blair	8	—	41	5	3	5	20	3	—	11	—	—	AP,INS
	KXYZ	1320	5kw	ABC	Avery-Knodel	5	6	75	13	—	3	18	11•	5	1	—	—	AP,UP
	KYOK	1590	5kw	—	Stars Natl; C-D	—	—	x	—	—	7	3	—	6	1	—	128	UP
HUNTSVILLE	KSAM	1490	250w	K,M	—	7	—	31	2	6	10	17	6•	—	2	—	3	AP;C
JACKSONVILLE	KEBE	1400	250w	KBS	—	1	—	62	5	19	7	10	5•	—	10	—	3	UP;W
JASPER	KTXJ	1350	1kw-D	—	—	—	—	22	4	19	5	3	5•	—	3	—	2	AP
KENEDY	KENN	990	250-D	—	—	—	—	52	6	12	1	7	1•	2	2	14†	—	AP
KERRVILLE	KERV	1230	250w	—	Best	—	—	40	13	30	6	12	x•	—	1	—	—	AP;W
KILLEEN	KLEN	1050	250-D	MBS	—	3	—	55	—	3	½	6	7	—	—	3	½	AP;T
LAREDO	KVOZ	1490	250w	K,M	Pearson	6	—	65	2	6	7	18	5•	—	1	7†	—	AP
(Licensed in	XEAS	1410	1-D,250-N	—	—	—	—	60	6	18	—	2	—	—	—	126†	—	C,T
N. Laredo, Mex.)	XEDF	960	5-D,1-N	—	R. O'Connell	—	—	62	7	37	—	2	x	—	—	102†	—	UP
LONGVIEW	KFRO	1370	1kw	ABC	Cooke	6	—	30	2	10	4	14	9•	—	—	—	—	AP;W
	KLTI	1280	1kw-D	—	Pearson	—	—	68	2	—	8	14	2	—	1	—	—	AP
LUBBOCK	KDAV	580	500-D	—	Bdcstg Tm Sls	—	—	5	—	54	17	9	—	—	3	—	4	UP
	KDUB	1340	250w	—	Branham	—	6	167	—	—	—	x	x•	—	—	—	—	AP,INS

TEXAS *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BBOCK (cont.)	KFYO	790	5-D,1-N	CBS	Katz	8		38	3	—	4	20	x•	6	7		AP,UP; St,T
	KLLL	1460	1kw-D	—	Indie Sales			75		—	9	7	1•		10†	—	UP
	KSEL	950	1-D,500-N	ABC	Rambeau	3		50	2	21	8	25	2•	8	7	—	AP;W
FKIN	KTRE	1120	1kw	MBS	V,R&McC	8		52	17	22	20	15	12•	3	6	1	AP;W
ARLIN	KMLW	1010	250-D	—	Best			50		18	4	10	3•		1	4	AP
ARSHALL	KMHT	1450	250w	KBS	Continental	½		101	15	1	6	9	7•	3	3	12	AP
ALLEN	KRIO	910	1kw	MBS	Everett-McK	8		105			5	10	5•		7	—	AP
c. in Reynosa, Mex.)	XEOR	1390	1kw	—	Natl Tm; Oakes			85		15		10		8		126†	—	UP
CAMEY	KCMR	1450	250w	MBS	Best	4		28		21	7	10	6•	2	3	4	UP
XIA	KBUS	1590	500-D	—	—			10		40	2	6	1•			1	UP
DLAND	KCRS	550	5kw	ABC	Rambeau	7		59	12		4	15	8•		¼		UP
	KJBC	1150	1kw-D	KBS	Best			28	4	42	6	9				6†	1	UP;St
NERAL WELLS	KORC	1110	250-D	—	Continental			20		20	7	9	1•	1	½		W
ONAHANS	KVKM	1310	250w	K,M	Best	x		11	2	10	2	11	6•	2		7†	½	
. PLEASANT	KIMP	960	1kw-D	KBS	—			x	x	x	15	4	x				¼	AP;LW
COGDOCHES	KSFA	860	1kw-D	—				58	9	4	8	18	1•	1	4		½	AP;T
W BRAUNFELS	KGNB	1120	1kw-D	KBS	—			29	2	25	1	8	5•	½	½	32†		AP;T
ESSA	KECK	920	1-D,500-N	—	Forjoe			105		5	3	14	6•		½	5†		AP;St
	KOSA	1230	250w	CBS	Pearson	8		48	9	—	6	17	1•	1	7			AP;C,W
	KRIG	1410	1kw	MBS	Best	3		98		—	5	11	6•				—	UP
ANGE	KOGT	1600	1kw	KBS	Best			105		3	3	7	8	9				UP;LW,W
LESTINE	KNET	1450	250w	MBS	—	7		36	9	7	11	19	3•	6	2		1	UP;W
MPA	KPAT	1230	250w	—	Continental			49		37	12	3	2•					AP
	KPDN	1310	250w	MBS	Best	4		40	1	21	8	25	8•	2	10			UP
RIS	KPLT	1490	250w	ABC	Pearson	11		49	½	—	x	26	x	3	3	—	—	AP
SADENA	KLVL	1480	1-D,500-N	—	Natl Tm; Oakes	—	—	100	2	—	4	2	x			105†	21	
COS	KIUN	1400	250-D	MBS	Best	4		35	6	28	3	23	9•	3	6	7†		UP
AINVIEW	KVOP	1400	250w	K,M	—	x		70	6	15	3	21	3•	¼	6	6†		AP
EASANTON	KBOP	1380	1kw-D	—	Best	—		26		32	10	8	1	1	6	36†		AP
ST	KRWS	1370	500-D	KBS	—			5		6	5	6	8•	2	5	7†	1	UP
SENBERG	KFRD	980	1kw-D	—	—	—	—	19	3	10	6	11	12•	—	4	22†	—	UP
N ANGELO	KPEP	1420	1kw-D	—	Bdcst Tm Sls	—	—	23	—	46	10	14	2•	—	1		—	UP
	KTXL	1340	250w	K,M	V,R&McC	—	½	60	8	24	2	10	3	3	x	9†	6	UP;T
	KWFR	1260	1kw-D	—	Thos. Clark	—	—	58	5	—	—	11	1	—		4†		AP
N ANTONIO	KCOR	1350	5-D,1-N	—	R. O'Connell		—	78	—	—	5	7	—	3	½	110†	15	UP;Se
	KENS	680	50-D,10-N	CBS	PGW	8	—	50	2	6	2	14	2•	—	12		—	AP
	KEXX	1250	500-D	—	—	—	—	91	—	—	3	3		—		91†	—	
	KISS‡	99.5	15-D	—	Walker	—		80	—	32	15	x	x				12	
	KITE*	930	1kw-D	—	Avery-Knodel	—		91	28	—	2	14	1		6	—	—	AP,UP;All



NIELSEN LATEST SHOWS
NO. 1 IN LUBBOCK MARKET

Sales Management's City Retail Sales forecast for February
$12,890,000
Lubbock Bank Deposits, December 31, 1956
$206,641,209.03

National Representative
WM. G. RAMBEAU CO.
New York, Chicago, Minneapolis,
Los Angeles and San Francisco

Southwestern Representative
CLYDE MELVILLE CO.
Dallas, Texas

"MOST LISTENED-TO STATION
ON THE SOUTH PLAINS" OF TEXAS

KSEL
LUBBOCK, TEXAS

TEXAS (*continued*)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
SAN ANTONIO (cont.)	KIWW	1540	250-D		Natl Tm Sls			7				5		6		84†		UP
	KMAC*	630	5kw	MBS		2		57		23	18	6	3				13	
	KONO*	860	5kw		H-R Reps		6	69	37	33	5	10	4		6			AP
	KTSA	550	5kw		Raymer		6	5'8	4	1	8	19	x•	3	9		5	AP,UP
	WOAI	1200	50kw	NBC	Petry	10		20	2	5	7	x	5		7			AP,INS,JP
SAN MARCOS	KCNY	1470	250-D	KBS	Best			24		14	4	7	2•	1	1	25†		AP
SEGUIN	KWED	1580	1kw-D		Best			24	14	8	4	x	2•	3	2	18†		UP
SHAMROCK	KEVA	1580	250-D	KBS	Best			35	1	14	4	24	2					UP
SHERMAN	KDSX	(See DENISON)																
	KRRV	910	1kw	MBS	Pearson	7		41	15	14	5	16	x•	3	3		½	
	KTAN	1500	250-D	KBS	Best			40	20	18	7	3	2•		½		¼	AP
SINTON	KANN	1590	1kw-D					69		12	4	6	x	2	6	12†	1	AP
SNYDER	KSNY	1450	250w	MBS	Continental	3		x		x	5	7	x•	¼	x	½†		AP
STAMFORD	KDWT	1400	250w	MBS		5		35		14	6	16	3•		1			UP
STEPHENVILLE	KSTV	1510	250-D	KBS				32		19	5	11	8•	2	3			UP
SULPHUR SPRINGS	KSST	1230	250w	MBS		3		58	4	32	5	16	x•	6	15		3	AP
SWEETWATER	KXOX	1240	250w	KBS	Best			50	3	18	3	x			¼	18†		AP
TAYLOR	KTAE	1260	1kw-D	KBS				35		50	10	14	1	6	7	3†	6	UP
TEMPLE	KTEM	1400	250w					83		27	3	15	x•		1	4		UP;LW
TERREL	KTER	1570	250-D					22	1	35	7	4	3•	½	4		3	AP;T
TEXARKANA	KCMC*	1230	250w	ABC	V,R&McC	8		42	1	8	3	29	10•	1	6			
	KTFS	1400	250w		Indie Sales			75	2	6	6	27	2•	5	2		3	UP;W
TEXAS CITY	KTLW	920	1kw-D	KBS	Best			56		12		2	2				30	UP
TULIA	KTUE	1260	1kw-D	KBS	Best			45	3	9	7	5	4		9	7†	¼	UP
TYLER	KDOK	1330	500-D					83			1	x	1		½		3	AP;All
	KGKB	1490	250w	MBS	R. O'Connell	6		49	1	15	10	18	2•				½	
	KTBB	600	500-D,1-N	ABC	V,R&McC	5		90	2	1	5	18	x•	x	3		½	UP
UVALDE	KVOU	1100	250w					28	9	33	5	14	5•		3	18†		UP
VERNON	KVWC	1490	250w		Thos. Clark			37	3	12	9	10	8•		2		15	AP
VICTORIA	KNAL	1410	500w		Best		½	75		31	2	11	4•		3	11†	¼	UP
	KVIC	1340	250w	MBS		10	½	52		8	4	21	12•	2	2	14†		UP
WACO	WACO	1460	1kw	ABC	Weed	2		14	½	3	4	x	14•	8	2		1	
WESLACO	KRGV	1290	5kw	NBC	Pearson	9		34	4		5	20	7•	3	7			AP;Se,W
WICHITA FALLS	KSYD	990	10-D,1-N	ABC	V,R&McC	10		18	1	14	7	14	3	4	7			UP;Se,W
	KTRN	1290	5kw		Burke-Stuart			63		14	2	15	x•		3		2	AP
	KWFT	620	5kw	CBS	Blair	9		70	5	17	8	11	2•		4			AP,UP;LW,S

NO INFORMATION: Amarillo, KAMQ, KZIP; Austin, KNOW, KVET; Brownwood, KEAN; Carrizo Springs, KBEN; Childress, KCTX; Clarkesville, KCAR; Cuero, KC[illegible] Del Rio, KDLK, XERF; Denton, KDNT; Fredericksburg, KNAF; Graham, KSWA; Henderson, KGRI; Houston, KTHT; Junction, KMBL; Kermit, KERB; Kilgore, KO[illegible] Kingsville, KINE; Lamesa, KPET; Lampasas, KCYL; Levelland, KLVT; Littlefield, KVOW; Lubbock, KCBD; Lufkin, KRBA; McKinney, KMAE; Monahans, KV[illegible] Nacogdoches, KOSF; Paris, KPTV; Perryton, KEYE; Port Arthur, KOLE, KPAC; Quanah, KOLJ; San Angelo, KGKL; Seminole, KSML; Seymour, KSEY; Texarka[illegible] KOSY; Waco, KWTX; Weslaco, XEFD.

UTAH

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CEDAR CITY	KSUB	590	1kw	CBS		10		30	14	3	2	17	4•	2	8			UP
LOGAN	KLGN	1390	1kw-D					52	25	3	1	8	4•	3	2			AP
	KVNU	610	1kw	K,M	Avery-Knodel	5		41	18	1	5	12	31•	1	3			UP;W
MURRAY	KMUR	1230	250w					89	45			6	x•	3				UP;LW
OGDEN	KKOG	730	1kw-D					62	3	9	1	5	1		½	2†		UP
	KLO	1430	5kw	MBS	Avery-Knodel	10	1	47				19	3•					UP;W
	KVOG	1490	250w		Webb		½	115	7	4	2	7	4•		1	2†		AP;T
PROVO	KEYY	1450	250w	KBS			1	105	15		2	14	2					AP
	KIXX	1400	250w	ABC	Hollingbery; Webb	10		82	11	2	3	18	3•	2	1			UP;C,S
	KOVO	960	5-D,1-N	MBS	Avery-Knodel	5		32	15		6	17	8•	1	3			UP;W
RICHFIELD	KSVC	980	1kw		Avery-Knodel			70	11	17	5	18	x	3	3			UP;W
SALT LAKE CITY	KALL	910	1kw	MBS	Avery-Knodel	5	1	12	3		2	22	10•	2	8			AP
	KDYL*	1320	5kw	NBC	Katz	6	1	35			2	4	3					UP
	KLUB	570	5kw		Hollingbery		6	154				14						UP;T
	KNAK	1280	5kw		Forjoe		6	140		10		12			2			UP
	KSL*	1160	50kw	CBS	CBS Radio Spot	9	6	44	38	25	3	19	3•	1	6	½		AP,UP;
	KSOP	1370	1kw-D		Gill-Perna					98	5	9			6			UP;Se

NO INFORMATION: Brigham City, KBUH; Price, KOAL; Vernal, KVEL.

VERMONT

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
NNINGTON	WBTN	1370	500-D		McGillvra			23	14	6	3	10	2•	6	2			UP
ATTLEBORO	WTSA	1450	250w	ABC	Walker	7		44	5	1	3	11	6•	2	1	1		UP
RLINGTON	WCAX	620	5kw	CBS	Webb	11		15	2	1	4	20	4•	4	12			UP
	WDOT	1400	250w		Walker			82	28		7	5	2•	5	½			
	WJOY	1230	250w	ABC	Averett-McK	8		51			3	16	10•	3	6		½	AP;W
ONTPELIER	WSKI	1240	250w					x	7	3		20			2			UP;Se
WPORT	WIKE	1490	250w		McGillvra			35	3	7	5	7	7•	2	4			UP
TLAND	WHWB	1000	1kw-D		Gill-Perna			24	6	7	8	11	2•	3	8	3		
ALBANS	WWSR	1420	1kw-D		Walker			21	5	5		13	2	3	4			
JOHNSBURY	WTWN	1340	250w		McGillvra			54	14	6	5	13	10•	3	2			UP;W
RINGFIELD	WNIK	1480	1kw-D		McGillvra			67	5		6	6	7•	3	3			UP;T,W
ATERBURY	WDEV	550	1kw	MBS	Everett-McK	4		36	15	3	5	21	11•	9	6			UP

INFORMATION: Rutland, WSYB.

VIRGINIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
EXANDRIA	WPIK	(See DISTRICT OF COLUMBIA)																
LINGTON	WARL	(See DISTRICT OF COLUMBIA)																
	WEAM	(See DISTRICT OF COLUMBIA)																
OFORD	WBLT	1350	1kw-D					18	5	19	8	5	2	3	5		3	AP;T
STONE GAP	WLSD	1220	1kw-D					37		12	9	8	6•		½			AP;W
ACKSTONE	WKLV	1490	250w	MBS		5		32		4	4	12	2•		2		9	AP;T

IN SALT LAKE CITY IT'S RADIO

...AND KNAK IS 1st.*

POPULAR MUSIC & NEWS—24 HOURS A DAY

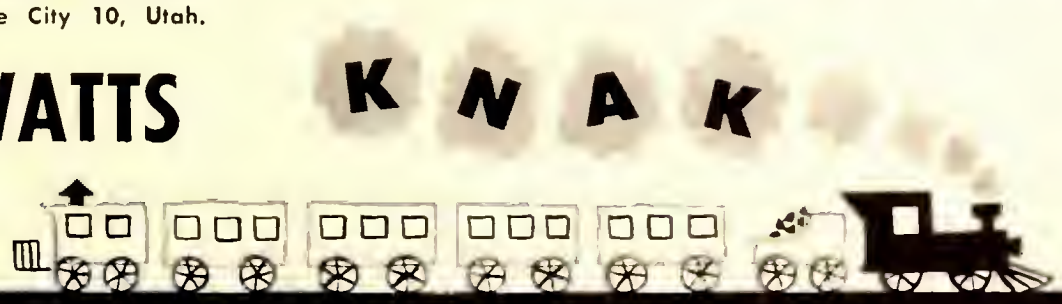
You get more listeners per dollar on KNAK in Salt Lake City, heart of the booming Intermountain market. KNAK offers coverage to 7 out of 10 Utah families at lowest cost per listener.

See your FORJOE representative or write to Will Wright, General Manager, KNAK, 1042 South 6th West, Salt Lake City 10, Utah.

LOWEST COST PER LISTENER!

5,000 WATTS

*PULSE
HOOPER
CONLAN



GET ON THE RIGHT TRACK WITH KAY-NAK

VIRGINIA *(continued)*

City	Call letters	Freq.	Power	Nati network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Servic
BRISTOL	WCYB	690	10kw-D	ABC	Weed	x	....	25	....	15	4	8	4	5	4	....	....	AP;W
	WFHG	980	5-D,1-N	MBS	Walker; D-C	5	1	27	5	47	15	7	x•	....	....	....	....	UP;S
	WOPI*	(See BRISTOL, TENN.)																
CHARLOTTESVILLE	WCHV	1260	5-D,1-N	ABC	Thos. Clark	4		80	17	2	5	13	4•	4	5	....	....	AP
	WINA*	1100	250w	K,M	Walker	4		5	5	2	8	20	3•	1	1	....	5	UP;L St
CHRISTIANBURG	WBCR	1260	1kw-D	KBS	Indie Sales	....	....	35	6	18	3	10	3	3	2	....	3	AP;L
CLIFTON FORGE	WCFV	1230	250w	....	....		....	50	10	10	3	13	5•	2	2	....	2	AP;St
CREWE	WSVS*	800	1kw-D	....	Interstate	....	....	22	5	20	4	8	2	....	2	....	....	AP
CULPEPER	WCVA	1490	250w	K,M	Indie Sales	5	....	21	10	4	....	8	2•	1	3	....	½	UP;L S
DANVILLE	WBTM	1330	5-D,1-N	ABC	Gill-Perna	3	½	69	4	12	5	12	2	4	1	....	9	AP
	WDVA	1250	5kw	MBS	Keller	3	....	42	2	19	1	12	4•	3	15	....	20	UP;T
FARMVILLE	WFLO	870	1kw-D	....	Thos. Clark	....	....	36	5	16	1	10	4•	1	6	....	6	UP;T
FRANKLIN	WYSR	1570	250-D	....	....	....	....	42	6	13	3	7	1	5	2	....	4	AP
FREDERICKSBURG	WFVA	1230	250w	ABC	....	6	....	56	10	9	6	7	28•	½	1	....	....	UP;A
FRONT ROYAL	WFTR	1450	250w	K,M	....	x	....	72	5	10	4	23	3•	3	2	....	2	AP;W
HAMPTON	**WVEC**	**1490**	**250w**	NBC	Avery-Knodel	3	....	96	15	....	5	19	8•	5	....	....	....	AP;St
HARRISONBURG	WSVA*	550	5-D,1-N	NBC	PGW	8	....	57	2	11	8	20	7•	5	9	....	1	UP
HOPEWELL	WHAP	1340	250w	....	Indie Sales		....	75	21	½	8	15	3•	3	....	....	14	AP;St
LYNCHBURG	WLVA	590	1kw	ABC	Hollingbery	9	....	45	6	10	....	10	2	....	6	....	....	AP
	WWOD*	1390	5-D,1-N	NBC	Walker	2	....	65	2	3	6	8	12	3	6	....	....	UP
MARION	WMEV	1010	1kw-D	ABC	Indie Sales	4	....	26	4	12	7	8	2•	3	6	....	....	AP;W
MARTINSVILLE	WHEE	1370	1kw-D	....	Stars National	....	....	41	½	14	7	11	1	½	2	....	7	UP
	WMVA*	1450	250w	NBC	W. S. Grant	6	....	28	12	22	14	11	5•	3	3	....	10	AP
MT. JACKSON	WSIG	790	1kw-D	....	....	....	....	60	2	25	5	4	17•	....	3	....	....	UP
NARROWS	WNRV	990	1kw-D	....	....	....	....	27	13	25	6	12	5	2	2	....	....	AP;W
NEWPORT NEWS	WGH*	1310	5kw	ABC	Forjoe	3	6	132	4	....	4	4	4	....	....	....	....	AP
	WTAR	(See NORFOLK)																
	WYOU	1270	1kw-D	....	....	2	....	25	....	....	21	3	x•	5	x	....	77	AP;C
NORFOLK	WAVY	(See PORTSMOUTH)																
	WCMS	**1050**	**1kw-D**	....	....	....	....	2	....	82	13	6	1	....	....	....	....	UP
	WGH*	(See NEWPORT NEWS)																
	WLOW	1400	250w	MBS	V,R&McC	2	6	162	....	....	3	11	8•	....	....	....	42	UP
	WNOR	1230	250w	....	Weed	....	6	150	....	....	4	13	3	....	1	....	....	AP
	WRAP	**850**	**5-D,1-N**	....	Pearson	....	....	63	....	....	6	....	....	....	....	....	126	....
	WRVC‡	102.5	8.5kw	....	....	....	....	25	62	....	2	x	....	....	....	....	....	AP
	WTAR	790	5kw	CBS	Petry	8	....	52	3	1	6	15	5•	2	2	....	....	AP;St,
	WVEC	(See HAMPTON)																
NORTON	WNVA	1350	5kw-D	MBS	....	....	....	40	2	29	10	8	7	....	½	....	....	UP
ORANGE	WJMA	1340	250w	MBS	....	....	....	78	10	5	3	8	8•	2	8	....	....	UP;W
PETERSBURG	WSSV	1240	250w	MBS	....	5	....	75	2	1	3	18	3•	2	6	....	14	AP
PORTSMOUTH	WAVY	1350	5kw	NBC	H-R Reps	6	6	130	5	....	4	18	1	....	1	....	....	AP
	WLOW	(See NORFOLK)																
PULASKI	WPUV	1580	5kw-D	....	Dora-Clayton	....	....	12	2	35	13	7	1•	x	3	....	....	AP;W
RADFORD	WRAD	1460	5kw	....	Keller	....	1	82	14	10	3	14	3•	....	2	....	20	AP;T
RICHLANDS	WRIC	540	1kw-D	....	....	....	....	21	5	18	9	10	1•	1	2	....	6	AP;T,V
RICHMOND	WANT	990	1kw-D	....	United; Oakes	....	....	....	....	9	7	7	2•	....	....	....	84	UP
	WLEE*	1480	5kw	NBC	....	6	½	42	....	16		14	9•	5	4		18	AP
	WLLY	1320	1kw-D	....	Pearson	....	....	75	....	....	1	7	x•	....	....	....	....	AP
	WMBG*	1380	5kw	ABC	Bolling	19	½	57	7	....	4	7	5	....	3	....	½	UP
	WRNL*	910	5kw	MBS	Petry	4	....	66	5	1	7	19	8•	....	2	....	....	AP;Se.,T
	WRVA*	1140	50kw	CBS	CBS Radio Spot	7	6	19	8	39	15	20	2	5	6	....	....	AP,UP
	WXGI	950	1kw-D	....	Burn-Smith	....	....	....	....	79	13	2	2	....	½	....	3	UP
ROANOKE	WDBJ*	960	5kw	CBS	PGW	8	....	29	3	7	3	16	4•	7	4	....	....	AP;W
	WRIS	1410	5kw-D	....	Walker	....	....	36	2	12	9	9	1•	6	2	....	6	AP
	WROV*	1240	250w	ABC	Burn-Smith	3	....	93	3	....	2	21	10•	1	....	....	22	UP;St
	WSLS*	610	5kw	NBC	Avery-Knodel	11	....	16	1	13	13	16	6	1	5	....	¼	T
SOUTH BOSTON	WHLF	1400	250w	ABC	....	5	....	36	5	5	10	10	x•	2	2	....	6	AP;W
SOUTH HILL	WJWS	1370	1kw-D	....	....	....	....	24	....	30	4	6	2	....	2	....	5	AP;LW
STAUNTON	WAFC	900	1kw-D	....	Thos. Clark	....	....	53	1	15	13	8	1•	2	x	....	3	UP;Se
	WTON	1400	250w	ABC	....	....	....	78	7	....	7	16	5•	....	7	....	1	AP;LW
VIRGINIA BEACH	WBOF	1600	1kw-D	....	Best	....	....	79	5	....	2	6	1	x	1	....	....	AP
WAYNESBORO	WAYB	1490	250w	K,M	Cooke	9	....	27	13	....	2	23	4•	....	....	....	....	AP;W
WINCHESTER	WINC*	1400	250w	A,K	....	5	1	60	....	....	....	14	....	....	....	....	....	....
WYTHEVILLE	WYVE	1280	1kw-D	....	....	....	....	21	3	16	18	7	2	5	7	....	1	UP;LW

NO INFORMATION: Covington, WKEY; Emporia, WEVA; Falls Church, WFAX; Galax, WBOB; Lexington, WREL; Petersburg, WCLA; Suffolk, WLPM; Warsaw, WNT; Winchester, WRFL.

WASHINGTON

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
ABERDEEN	KBKW	1450	250w		McGillvra			112			2	6	5	3	2			AP;W
	KXRO	1320	1kw	K,M	Walker	7		40	2	18	2	25	6•	2	1			UP
BELLINGHAM	KPUG	1170	1kw	MBS	Headley-Reed	5		38	11	3	23	20	7•	½	3			UP;LW
	KVOS	790	1kw	ABC	Forjoe	5		80	6		5	18	5•	2	3			UP
BREMERTON	KBRO	1490	250w					112	3	6	2	14	8•					UP
CENTRALIA-CHEHALIS	KELA	1470	1kw	MBS	Walker	8		52	2	5	10	31	12•		3			UP
	KITI	1120	1kw-D		Best			72	2	3		7						UP;W
COLFAX	KCLX	1450	250w	KBS	Best			90	8	24	4	7	x•	2	3			AP
COLVILLE	KCVL	1480	1kw-D	KBS	Best			50	3	6	5	12	½	3	3			UP;C
EDMONDS	KGDN	630	1kw-D						8	3	10	8	3	3				UP;Sc
EVERETT	KRKO	1380	1kw	MBS	McGillvra	5		49	1		10	16	12•		2			AP
GRAND COULEE	KFDR	1400	250w	KBS	Best			75	15	26	1	4	4	6	7			UP
KELSO	KLOG	1490	250w		Best			50	12	8	1	11	2•	8	¼			UP
KENNEWICK	KWIE	610	5kw	CBS	Meeker	8		60	4	4	3	9	5•	1	2			AP
KIRKLAND	KNBX	1050	1kw-D	KBS	Best			40		1	31	4		4		2	5	UP
LONGVIEW	KBAM	1220	1kw-D		Holman			25	2	50		7						INS
	KWLK	1100	250w	MBS	W. S. Grant	8		27	5	½	5	22	7•	¼	½			UP;W
MOSES LAKE	KSEM	1450	250w		Headley-Reed			91	4	8	3	12	4•	1	2			UP
	KWIQ	1260	1kw-D					60	2	8		8	x		3			AP
MOUNT VERNON	KBRC	1430	1kw		McGillvra			60	6	9	3	16	3•	3	7			UP
OLYMPIA	KGY	1240	250w	K,M	Walker	6		55		6	7	28	8•		½			
OPPORTUNITY	KZUN	1270	1kw-D		W. S. Grant			73			2	6			3			AP
PASCO	KPKW	1340	250w	ABC		12		30	8	13		16	10•		3			
PORT ANGELES	KONP	1450	250w	KBS				84	6			10	12•	2	2	½		UP;W
PULLMAN	KOFE	1150	1kw-D		Best			72			1	7	1		2			UP
PUYALLUP	KAYE	1150	250w	KBS				58	10	8	18	8	5•	5	2			UP
RAYMOND	KAPA	1340	250w		Walker			16	2	7	4	3	10•	3	1			AP
RENTON	KLAN	910	1kw				1	70	8		6	15	2•					UP
SEATTLE	KAYO	1150	5-D,1-N		Headley-Reed		2	133			7	7						UP;W
	KING*	1090	50kw	ABC	Blair	4	6	112	6		3	20	2•	1	2			INS,UP
	KIRO*	710	50kw	CBS	PGW	9		27	5	2	4	16	3•	2	½	1		UP
	KISW‡	99.9	2kw				6	8	9									
	KJR	950	5kw		Branham		6	141				20						UP
	KNBX	(See KIRKLAND)																
	KOL	1300	5kw		Bolling		1	128			2	3	6		2			INS,UP
	KOMO	1000	50kw	NBC	NBC Spot Sales	9	¼	56	8		5	27	x	4	4			UP;A
	KTW	1250	1kw						12		25	1		2		½	3	
	KVI	570	5kw	MBS	H-R Reps	x		23	12	16	17	27	2•	2	1			AP;T
	KXA	770	1kw-D		Meeker				85			7						AP
SPOKANE	KGA	1510	50kw	ABC	Everett-McK	8		30	3	12	14	14	x	1				UP;T,W
	KHQ	590	5kw	NBC	Katz	6		90		3	4	23	x•	3	3			AP;A
	KNEW	790	5kw	MBS	Weed	6		31	9	½	14	24	16•	3	9	1		UP
	KREM*	970	5kw		Forjoe		1	123		10		7						AP
	KSPO	1340	250w		Webb		6	102	16	32	4	x	x					
	KXLY	920	5kw	CBS	Avery-Knodel	12	3	65	4		3	20	2		½			UP;St
SUNNYSIDE	KREW	1230	250w					100		16	4	4	10•		3			AP
TACOMA	KMO	1360	5kw		Avery-Knodel			89	35		4	15	3•	5	1			UP;T
	KTAC	850	1kw		Gill-Perna			73	6	8	12	13	7•	5				UP;W
	KTNT*	1400	10kw		Weed			96			4	12	5•	x	3			AP;LW
VANCOUVER	KHFS	1150	1kw-D	KBS				62		12	10	x						UP
	KVAN	910	1kw		Webb					115	11	9	5•					UP
WALLA WALLA	KTEL	1490	250w	A,K	W. S. Grant	8		35	20	7	7	14	8	2	4			AP;W
	KUJ	1420	5kw	MBS	Forjoe	x		51	4	8	6	22	8•	1	6			UP
WENATCHEE	KPQ	560	5kw	ABC	Forjoe	4	½	52	2	2	3	20	11•	2	7			UP;W
	KWNW	1340	250w	MBS	McGillvra	7		35			8	25	8•	3	3			AP;St
YAKIMA	KIMA	1460	5kw	CBS	Weed	9		21	5		2	20	5		2			AP
	KIT	1280	5-D,1-N	A,N	Branham	10		21		6	5	12	3•	3	3	½†		UP;C
	KLOQ	1390	1-D,500-N	M,N	Headley-Reed	1		91	8		5	12			10	1†		UP;W
	KUTI	900	1kw-D		Forjoe			77			x	x			2			UP

INFORMATION: Ellensburg, KXLE; Ephrata, KULE; Omak, KOMW; Richland, KALE, Toppenish, KENE

SYMBOLS:
- * am-fm station
- ‡ fm station
- D—daytime power
- N—night power
- • local sports covered
- † Lat. Amer. included
- x figure unspecified
- — category unclaime

WEST VIRGINIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BECKLEY	WJLS*	560	5kw	CBS	Weed	9	—	41	8	21	5	14	5	2	2		4	UP
	WWNR	620	1-D,500-N	—	Everett-McK	—	—	75	3	14	8	13	5•	4	2		2	AP
BLUEFIELD	WHIS	1440	5-D,500-N	NBC	Katz	7	—	49	6	24	—	15	x•	1	½		—	AP
CHARLESTON	WCAW	1400	250w	—	Headley-Reed	—	2	118	—	—	1	10	5•		—		—	UP
	WCHS	580	5kw	CBS	Branham	10	1	41	5	8	3	12	15•	2	2		2	AP,UP
	WGKV	1490	250w	NBC	Katz	8	—	63	10	2	3	13	5•	2	2		—	AP
	WKNA*	950	5-D,1-N	ABC	Weed	6	1	42	6	10	17	17	7•	10	2		7	UP
	WTIP	1240	250w	MBS	Forjoe; D-C	3	2	37	1	42	14	17	2•	3	—		12	UP
CLARKSBURG	WBLK	1400	250w	NBC	Branham	5	1	54	60	—	5	9	2•	6	3			—
	WPDX	750	1kw-D	—	—	—	—	30	6	24	2	7	2	—	4	—	—	AP
ELKINS	WDNE	1240	250w	—	—	—	—	50	1	4	2	16	8•	3	1	—	—	UP;W
FAIRMONT	WMMN	920	5kw	CBS	H-R Reps	8	—	41	1	1	5	16	3•	1	2	—	—	AP;St
	WTCS	1490	250w	A,K	Gill-Perna	7	—	40	—	48	4	12	2•	—	—	—	—	AP;Se,S
HUNTINGTON	WCMI	(See ASHLAND, KY.)																
	WHTN*	800	1kw-D	MBS	Indie Sales	x	—	22	4	12	5	8	1	—	½	—	—	UP;T
	WPLH	1470	5kw-D	—	Walker	—	—	50	1	7	10	10	x•	7	2	—	8	AP
	WSAZ	930	5-D,1-N	A,N	Katz	8	1	60	9	2	1	20	11•	3	4	—	—	AP
KEYSER	WKYR	1270	5kw-D	—	Burn-Smith	—	—	33	½	27	10	2	25•	½	8	—	—	UP;W
LOGAN	WVOW	1290	5-D,1-N	—	—	—	—	41	3	17	15	x	x•	1	½	—	5	UP
MARTINSBURG	WEPM*	1340	250w	MBS	McGillvra	4	—	16	6	6	10	20	x•	x	6	—	—	AP
MATEWAN	WHJC	1360	1kw-D	—	Continental	—	—	10	10	17	12	8	2•	3	—	—	¼	UP;Se,S
MONTGOMERY	WMON	1340	250w	MBS	—	9	—	37	4	13	7	15	2•	4	—	—	—	AP;T,W
MORGANTOWN	WAJR*	1230	250w	MBS	Thos. Clark	6	—	45	—	—	15	14	2•	—	—	—	—	UP;W
	WCLG	1300	1kw-D	—	McGillvra	—	—	60	2	8	6	8	x	—	4	—	—	AP;LW
MOUNDSVILLE	WMOD	1370	1kw-D	KBS	Thos. Clark	—	—	42	14	14	8	7	4	½	3	—	—	UP;T
N. MARTINSVILLE	WETZ	1330	1kw-D	MBS	Gill-Perna	5	—	50	—	3	8	15	x•	—	—	—	—	AP;Se,S
OAK HILL	WOAY*	860	10kw-D	—	Pearson	—	—	35	2	20	8	7	2•	2	2	—	2	AP;C,T
PARKERSBURG	WCEF	1050	1kw-D	—	Thos. Clark	—	—	35	3	6	8	4	3	3	¼	—	—	AP;St
	WCOM	1230	250w	ABC	McGillvra	7	—	45	1	—	8	17	10•	1	2	—	—	AP;W
	WPAR*	1450	250w	CBS	Branham	7	—	42	2	3	4	14	6	—	1	—	—	UP;T
PRINCETON	WLOH	1490	250w	ABC	—	3	—	50	14	6	2	10	7•	2	x	—	—	AP;LW
ST. ALBANS	WKLC	1300	1kw-D	—	—	—	—	25	—	25	10	5	4	—	2	—	—	AP
WEIRTON	WEIR	1430	1kw	—	Rambeau	—	—	105	—	½	4	7	x•	1	1	3	—	AP
WELCH	WELC	1150	1kw-D	—	McGillvra	—	—	30	6	23	12	15	5•	—	—	—	3	UP;W
WESTON	WHAW	1450	250w	K,M	—	6	—	28	6	—	3	30	20•	1	4	—	—	UP;A
WHEELING	WHLL	1600	5kw-D	—	Gill-Perna	—	—	70	—	—	3	10	2•	—	—	1	—	UP;St
	WKWK*	1400	250w	ABC	Weed	2	—	55	11	—	7	11	5•	5	—	2	1	AP
	WTRX	(See BELLAIRE, OHIO)																
	WWVA*	**1170**	**50kw**	CBS	Blair	7	6	28	2	19	10	14	1•	—	4	—	—	AP;LW

NO INFORMATION: Bluefield, WKOY; Clarksburg, WHAR; Logan, WLOG; Pineville, WWYO; Ronceverte, WELC; WRON; Williamson, WBTH.

WISCONSIN

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
APPLETON	WAPL	1570	1kw-D	—	Young	—	—	76	—	—	—	7	—	—	—	—	—	UP
	WHBY	1230	250w	MBS	Meeker	7	—	70	7	6	8	22	5•	4	5	—	—	AP
ASHLAND	WATW	1400	250w	—	Thos. Clark	—	—	59	9	12	4	12	16•	—	10	—	—	UP;T
BELOIT	WBEL	1380	5kw-D	—	Gill-Perna	—	—	36	10	5	5	8	6•	2	18	2	—	UP
	WGEZ	1490	250w	MBS	Everett-McK	3	—	90	18	—	3	5	8•	7	2	—	—	AP
CHIPPEWA FALLS	WCHF	1150	1kw-D	KBS	Thos. Clark	—	—	60	2	8	2	7	4	3	1	—	—	UP;W
EAU CLAIRE	WBIZ	1400	250w	MBS	Pearson	4	—	62	—	—	4	35	20•	—	5	—	—	UP
	WEAU	790	5kw	NBC	Hollingbery	7	—	12	—	1	—	7	1	—	4	—	—	UP;T
	WRFW	1050	1kw-D	—	Sears & Ayer	—	—	26	4	28	6	7	4	6	4	—	—	AP;C,S
FOND DU LAC	WFIZ	1450	250w	MBS	Holman	3	—	27	6	5	6	57	6•	3	2	—	—	UP

WISCONSIN *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	Pop music	Concert	Country Western	Relig	WEEKLY HOURS News	Sports	Home-making	Farm	Foreign	Negro	Services
REEN BAY	WBAY	1360	5kw	CBS	Weed	8		27	4	12	3	14	x	7	14			UP;St
	WJPG	1440	5-D,500-N	MBS	Burn-Smith	5		35				20	7•	2	14			AP;St,W
NESVILLE	WCLO*	1230	250w	MBS	Everett-McK	3		58	3		2	21	8•		12			AP
ENOSHA	WLIP	1050	250-D		Everett-McK			12	5		5	9	1	2	½			AP;T
CROSSE	WKTY	580	1kw	ABC	Everett-McK	8		10		14		18	x•		20			
	WLDL	1490	250w	K,M		3	2	90	1	3	10	18	2	1				UP;W
DYSMITH	WLDY	1340	250w	MBS	Thos. Clark	7		80	14		5	34	15•		4			AP
ADISON	WIBA*	1310	5kw	NBC	Avery-Knodel	8		55	7	4	4	20	x•	4	3			AP
	WISC*	1180	1kw	A,M	PGW	7		80	14		5	16	10•		6			UP
	WKOW	1070	10-D,5-N	CBS	Headley-Reed	1		55	3		3	51	3•	3	15			AP
	WMFM‡	104.1	7.5kw		Continental			60	29	10	4	2	10•					UP
ANITOWAC	WOMT	1240	250w	MBS	Holman	7		35	16	8	6	23	5•	2	4			UP
	WWOC	980	1kw-D		McGillvra			60			4	7	15	4	7			AP
ARINETTE	WMAM	570	250-D-100-N	NBC	Burn-Smith	6		82	12	10	5	28	7•	4	11		—	
ARSHFIELD	WDLB*	1450	250w		McGillvra			54	6	10	6	20	6•	3	7			UP;W
ENOMONIE	WMNE	1360	1kw-D					20	3	20	2	15	3	2	3	1		UP;LW,W
LWAUKEE	WEMP	1250	5kw		Headley-Reed		6	120			3	20	20•			2		AP
	WFOX	860	250-D		Webb			28	2	24	4	10	3	3		10	½	AP
	WISN	1160	5kw	CBS	Petry	3		75	35		3	12	2•	3				AP,INS;T
	WMIL	1290	1kw-D		Forjoe			19		44	6	3			1	8	15	AP
	WOKY	920	1kw		Katz		6	165				2	x					UP
	WRIT	1340	250w		H-R Reps		6	144			3	14			½			AP,INS
	WTMJ	620	5kw	NBC	Christal	6		32	9	6	4	15	x•	3	7			AP
ONROE	WEKZ	1260	1kw-D					48	9	6	3	8	2•	5	4	3		AP
ENAH	WNAM	1280	1kw		Pearson			105			2	16	x•		8	1		UP
HKOSH	WOSH	1190	250w	A,K	Pearson	3		85			2	12	5•		¼			UP;W
RK FALLS	WPFP	1450	250w		Thos. Clark			101	7	35	12	2	8•	1	8			UP;LW
ATTEVILLE	WSWW	1590	1kw-D					40	10	12	7	10	10•	6	15			AP
YMOUTH	WPLY	1420	500-D	KBS				x		x		7	2					AP
RTAGE	WPDR	1350	1kw-D					35	8	2	3	10	3	5	4			UP
AIRIE DU CHIEN	WPRE	1280	500-D		Holman			30	2	13	5	x	1•	1	6			UP;C,W
CINE	WRAC	1460	500-D		Sears & Ayer			41	1	5	4	13	4•			1		UP;W
	WRJN*	1400	250w	ABC	Walker	6		28	15	6	3	18	5•	3		12		AP
INELANDER	WOBT	1240	250w		McGillvra			79	30	2	5	7	x•	1				UP;T
E LAKE	WJMC	1240	250w	MBS	Hollingbery	4		61	12	20	5	26	4•	5	14			UP;Se,W
HLAND CENTER	WRCO	1450	250w					39	32	17	5	13	8•	2	11			UP;T,W
AWANO	WTCH	960	1kw	KBS	Best			37	10	13	8	23	10•	5	14	2		UP;W
EBOYGAN	WHBL	1330	1-D,250-N	ABC	Burn-Smith	6		55	14	8	9	17	2•	1	1			AP
	WSHE	950	500-D		Sears & Ayer			77			7	x	7					UP
ARTA	WCOW	1290	1kw-D		Rambeau			28	1	5	4	10	7•		5			UP
VENS POINT	WSPT	1010	250-D		Holman			56			4	7	1					UP;W
JRGEON BAY	WDOR	910	500-D		McGillvra			x	1		3	5	1	1	7			AP
ERIOR-	KDAL	(See DULUTH, MINN.)																
ULUTH, MINN.	WDSM	710	5kw	A,M	PGW	4	1	75	5	15	6	11	10•	1	3			AP;St
	WEBC	(See DULUTH, MINN.)																
TO RIVERS	WTRW	1590	1kw-D	KBS				43	2	2	4	7	2•	1	3			UP
TERTOWN	WTTN	1580	250-D	KBS				60	4	1	4	6	6•	3	3			AP;T
UKESHA	WAUX	1510	250-D	KBS	Holman			20	2	12		7			5	12		AP;LW
UPACA	WDUX	800	1kw-D		Forjoe			50		14		11	3•		13			UP
USAU	WOSA*	550	5kw	A,M	Rambeau	4	2	35	28	21	9	28	14•	5	14	1		AP,UP;All
	WSAU	1400	250w	NBC	Meeker	9		38	7	5	3	11	3•	½	1		—	UP;T
C. RAPIDS	WFHR*	1340	250w	MBS	Devney	3		60	6	24	8	x	2•	1	6			AP;T

NO INFORMATION: Antigo, WTAK; Beaver Dam, WBEV; Green Bay, WDUZ, Hartford, WTKM; La Crosse, WKBH; Medford, WIGM; Poynette, WIBU; Reedsburg WDP; Sturgeon Bay, WOKW; Wausau, WHVF; West Bend, WBKV.

SYMBOLS:
* am-fm station
‡ fm station
D—daytime power
N—night power
• local sports covered
† Lat. Amer. included
x figure unspecified category unclaimed

WYOMING

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ASPER	KSPR	1470	5kw	CBS	Walker	9	....	....	....	....	5	3	7•	3	1	....	....	UP;A,T
	KVOC	1230	250w	A,M	McGillvra	x	....	18	7	3	6	17	5•	3	3	....	....	AP
HEYENNE	KFBC	1240	250w	ABC	Avery-Knodel	8	....	30	4	....	2	16	8•	2	1	....	....	.....
	KVWO	1370	1kw-D	MBS	McGillvra	2	....	56	3	12	2	20	5	3	3	1†	....	AP
ODY	KODI	1400	250w	.....	McGillvra	....	....	65	½	16	5	19	3•	1	2	....	....	UP;W
ANDER	KOVE	1330	1kw	K,M	Continental	4	....	50	11	5	6	18	6•	3	2	....	....	AP
ARAMIE	KOWB	1340	250w	K,M	Avery-Knodel	x	....	70	5	5	4	20	6•	1	2	....	....	UP;W
EWCASTLE	KASL	1240	250w	ABC	McGillvra	x	....	11	8	7	6	14	6•	6	6	....	....	AP
AWLINS	KRAL	1240	250w	MBS	McGillvra	8	....	63	7	3	5	13	4•	3	2	1†	....	AP
IVERTON	KWRL	1450	250w	KBS	.....	....	....	22	10	4	9	10	10•	2	2	....	....	.....
HERMOPOLIS	KRTR	1490	250w	K,M	.....	6	....	21	11	14	6	19	8•	5	x	....	....	AP
	KTHE	1240	250w	.....	.....	....	....	36	9	24	6	12	3•	2	3	....	....	UP;W
ORRINGTON	KGOS	1490	250w	ABC	.....	....	....	14	2	1	5	14	8•	2	6	1†	....	UP;LW,

O INFORMATION: Evanston, KLUK; Powell, KPOW; Rock Springs, KVRS; Sheridan, KWYO; Worland, KWOR.

ALASKA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
NCHORAGE	KFQD	730	10kw	CBS	Alaska Sales	6	....	17	15	13	6	14	3•	3	¼	....	....	AP;LW,
ORDOVA	KLAM	1450	250w	.....	Fletcher	....	....	16	6	5	4	5	3•	2	....	....	....	AP
AIRBANKS	KFRB	900	10kw	CBS	Alaska Sales	6	....	17	15	13	6	14	3•	3	¼	....	....	AP
JNEAU	KINY	800	5kw	CBS	Alaska Sales	6	....	17	15	13	6	14	3•	3	¼	....	....	AP;LW,
	KJNO	630	1-D,500-N	N,A,M	Fletcher	10	....	18	6	..	4	10	4•	3	½	¼	....	AP
ETCHIKAN	KABI	580	1-D,500-N	N,A,M	Fletcher	9	....	30	5	1	4	10	4•	4	....	....	....	AP
	KTKN	930	1kw	CBS	Alaska Sales	6	....	17	15	13	6	14	3•	3	¼	....	....	AP;LW
EWARD	KIBH	1340	250w	CBS	Alaska Sales	6	....	17	15	13	6	14	3•	3	¼	....	....	AP;LW,
TKA	KIFW	1230	250w	CBS	Alaska Sales	6	....	17	15	13	6	14	3•	3	¼	....	....	AP;LW,

O INFORMATION: Anchorage, KBYR, KENI; Fairbanks, KFAR; Sitka, KSEW.

GUAM, M. I.

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
GANA	KUAM	610	1kw	All	Young	6		80	3	14	1	7	1	5	2	8	....	.....

HAWAII

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS: Network	DAILY HOURS: Post-mid	WEEKLY HOURS: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ILO	KHBC	970	1kw	CBS	PGW	....	....	11	40	2	5	7	x	....	....	25	....	UP;A,C
	KILA	850	1kw	MBS	Hollingbery	x	1	45	7	2	½	2	2	4	....	79	....	UP;W
ONOLULU	KAHU	920	1kw	.....	Rambeau	....	....	48	12	12	½	5			¼	52	....	AP
	KAIM*	870	1kw	.....	.....	....	....	20	64	....	27	6		....		1	....	UP
	KGMB	590	5kw	CBS	PGW	....	....	11	40	2	5	7	x	....	....	25	....	UP;A,C
	KGU	760	10kw	NBC	NBC Spot	10	1	33	6	6	2	16	15•	15		12	....	UP;St,T
	KIKI	830	250w	.....	W. S. Grant	..	6	80	27	20	1	....	x	....	....	45	....	.....
	KPOA	630	5kw	MBS	Hollingbery	2	1	70	....	3	2	5	12•	8	½	37	....	UP
	KULA	690	10kw	ABC	Young	....	....	43	....	....	4	6	x	.	....	25	....	AP
IHUE	KTOH	1490	250w		.....	....	....	28	4	5	2	11	8	1	½	12	....	UP
VAILUKU	KMVI	550	1kw	NBC	Thos. Clark	6	....	20	....	....		7	x•	....	....	14	....	UP;T
VAIPAHU	KAHU	(See HONOLULU)																

IO INFORMATION: Hilo, KIPA; Honolulu, KHON; Kaneohe, KANI.

PUERTO RICO

City	Call letters	Freq.	Power	Natl network	National rep	Daily hours: Network	Daily hours: Post-mid	Weekly hours: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
UADILLA	WABA	850	500w	—	—			28		16	5	15	1	x	1	3		—
GUAS	WNEL	1450	250w	—	—			57	11	6	5	x	2	2				
	WVJP	1110	250w	—	—			62	8	7	6	3	2•	3		3		
YAGUEZ	WAEL	600	1kw	—				94	7	12	8	18	4•					—
	WORA	1150	1kw	—	Young	3		72	9		1							AP
	WTIL	1300	1kw	—	Continental			40	4		4	11	7•					—
NCE	WISO	1260	1kw	—	Continental	1		x				x	x					
N JUAN	WAPA	680	10kw	A,M	Caribbean	x		80			4	2	5•	1	5			
	WKAQ	580	5kw	CBS	Inter-American	x			3		3	16	3					UP;A

INFORMATION: Arecibo, WCMN; Bayamon, WENA; Fajardo, WMDD; Guaxama, WXRF; Mayaguez, WKJB, WPRA; Ponce, WPAB, WPRP; Rio Piedras, WRIO WWW; San Juan, WHOA, WIAC, WITA, WKVM.

VIRGIN ISLANDS

City	Call letters	Freq.	Power	Natl network	National rep	Daily hours: Network	Daily hours: Post-mid	Weekly hours: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
THOMAS	WSTA	1340	250w	—	Young			62	11	4	17	10	2•	2	½	1		AP

INFORMATION: Christiansted-Frederiksted, WIVI.

CANADA

ALBERTA

City	Call letters	Freq.	Power	Natl network	National rep	Daily hours: Network	Daily hours: Post-mid	Weekly hours: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
LGARY	CFAC	960	5kw	T-C	Weed; All-Can	2	—	57	3	½	6	13	12•	3	4	—	—	BN,BUP; A,T,W
	CFCN	1060	10kw	Dom	CSR; Radio Reps	1	1	80	8	10	5	10	4	2	4	—	—	BN,BUP; LW,Se,S
	CKXL	1140	1kw	—	Forjoe; Stovin	—	6	73	5	11	6	19	10•	2	—	—	—	BUP
MROSE	CFCW	1230	250w	—	Potts	—	—	17	16	40	10	30	10•	4	7	4	—	BN
MONTON	CFRN*	1260	5kw	Dom	CSR; Radio Reps	2	6	86	3	14	8	21	9•	2	3	½	—	BN,BUP; LW
	CHED	1080	1kw	—	Forjoe; S&T	—	6	147	55	21	6	17	6•				—	BUP
	CHFA	680	5kw	Fr	McGilly; Renaud	5	—	39	67	11	7	14	3	3	5	3	—	BN
AND PRAIRIE	CFGP	1050	5kw	T-C	Weed; All-Can	4	—	41	19	8	9	10	5•	13	2			BN
THBRIDGE	CJOC	1220	10-D,5-N	T-C	Weed; All-Can	4	1	35	4	3	4	15	7	6	3	—		BN;A,T,W
DICINE HAT	CHAT	1270	1kw	Dom	Weed; All-Can	1	—	40	8	39	7	13	8•	3	2			BN;Se,W
ACE RIVER	CKYL	630	1kw	—	Hunt; Potts	—	—	65	16	11	6	9	x•	3	2	¼		BN;Se
D DEER	CKRD	850	1kw	Dom	Radio Reps	—	—	94	9	15	8	13	6	3	2			BN;C

INFORMATION: Edmonton, CJCA, CKUA.

BRITISH COLUMBIA

City	Call letters	Freq.	Power	Natl network	National rep	Daily hours: Network	Daily hours: Post-mid	Weekly hours: Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ILLIWACK	CHWK	1270	1kw	Dom	Weed; All-Can	4	—	45	23	10	9	15	6	2	3	½	—	BN
WSON CREEK	CJDC	1350	1kw	T-C	Cooke; Radio Reps	—	—	60	12	45	10	25	x•	12	6		—	BN;W
MLOOPS	CFCJ	910	1kw	T-C	Weed; All-Can	6	—	31	17	10	6	8	4•	2	3			BN;T
LOWNA	CKOV	630	1kw	T-C	Weed; All-Can	x	—	24	8	3	6	15	5•	3	3	1		BN;W
NAIMO	CHUB	1570	1kw	—	Cooke; S&T	—	—	101	10	7	5	19	3•	18	2			BUP
LSON	CKLN	1240	250w	T-C	CSR; Stovin	9	—	36	30	7	5	10	6•	5	4			—
WESTMINSTER	CKNW	1320	5kw	—	Reps Ltd.	—	6	150	—	—	2	26	x•			1		BN,BUP; A,St
NTINCTON	CKOK	800	1kw	Dom	Forjoe; Mul	—	1	101	8	3	3	14	4•	6	½	½		BN,PUB;S
RT ALBERNI	CJAV	1240	250w	—	Cooke; S&T	—	—	11	6	3	4	10	5•	10	—	2	—	BN;C,LW, W
NCE GEORGE	CKPG	550	250w	T-C	Stovin	x	1	48	5	14	10	14	2•	6	7	—	—	—
NCE RUPERT	CFPR	1240	250w	T-C	Stovin	12	—	9	36	5	4	10	4	8	3	—	—	BN,BUP; W

CANADA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
TRAIL	CJAT	610	1kw	T-C	Weed; All-Can	4	1	81	28	5	6	13	4•	5	..	—	..	BN;W
VANCOUVER	CBU*	105.7	1.4kw	.....	CBC	.	—	9	36	5	4	10	4	8	3	..	.	—
	C-FUN	1410	1kw	.....	NBS	..	6	151	6	—	2	3	1	½	.	2	.	BUP
	CJOR	600	5kw	Dom	CSR; Stovin	1	—	97	16	2	10	10	2	6	..	..	—	BN;T
	CKLG	1070	1kw	.....	Potts	..	—	35	54	..	14	10	3	12	—	..	—	BN;A,
	CKWX	980	5kw	MBS	Weed; All Can	x	6	60	46	12	8	20	3•	3	6	—	—	BN,BU W
VERNON	CJIB	940	1kw	Dom	Forjoe; Radio Reps	—	—	x	7	x	—	13	3•	2	x	x	..	BN;Se
VICTORIA	CJVI	900	5kw	Dom	Weed	½	6	96	30	15	2	9	3•	x	—	—	—	BN;A,
	CKDA*	1280	5kw	CBS	Forjoe; Radio Reps	..	6	70	12	10	1	17	3•	x	—	½	—	BUP;S

MANITOBA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
DAUPHIN	CKDM	1050	1kw	.....	CSR	..	..	78	3	28	3	14	4•	6	2	—	—	BN;Se
FLIN FLON	CFAR	590	1kw	T-C	CSR; Stovin	4	¼	36	16	10	4	9	5•	3	..		..	Se
ST. BONIFACE	CKSB	1250	1kw	Fr	McGilly; Renaud	4	—	32	25	7	7	13	2	12	3	7	—	BN;Se
WINNIPEG	CBW	990	50kw	—	CBC	16	1	9	36	5	4	10	4	8	3	.	..	—
	CJOB*	1340	250w	.....	CSR; Radio Reps	—	6	100	8	20	4	24	2	12	—	—	—	BN,BU
	CKRC	630	5kw	Dom	Weed; All-Can	3	1	79	9	2	2	16	2	4	3	—	—	BN,BU LW,S
	CKY	580	5kw	Dom	Forjoe; Stovin	—	6	107	..	36	7	16	5•	2	1	—	—	BN,BU A,C

NEW BRUNSWICK

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BATHURST	CKBC	1400	250w	....	Potts	—	—	73	3	9	2	13	2•	4	.	..	—	LW,Se
CAMPBELLTON	CKNB	950	1kw	Dom	Weed; Hardy	5	¼	10	14	12	8	6	5•		..	—	—	—
EDMUNDSTON	CJEM	570	1kw	Fr.	Stovin	5	1	23	35	2	12	12	2	½	4	—	—	BN;Se
FREDERICTON	CFNB	550	5kw	T-C	Weed; All-Can	7	¼	13	8	9	4	27	3•	6	..	—	—	BN;St,T
MONCTON	CKCW	1220	10kw	Dom	Young; Stovin	2	1	61	20	10	8	15	3•	5	.	..	—	BN,BU LW
NEWCASTLE	CKMR	790	1kw	T-C	Renaud	6	..	35	6	41	8	14	3•	3	1	—	—	BUP
SACKVILLE	CBA	1070	50kw	....		.	.	9	36	5	4	10	4	8	3	—	—	.....
ST. JOHN	CFBC	930	5kw	Dom	Young; NBS	3	1	61	4	15	9	12	3•	2	3	½	x	BUP;T

NO INFORMATION: Moncton, CBAF; Saint John, CHSJ.

NEWFOUNDLAND

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CORNER BROOK	CBY	790	1kw	—	CBC	16		9	36	5	4	10	4	8	3	—	—	—
GANDER	CBG	1450	250w	.....	CBC	16		9	36	5	4	10	4	8	3	—	—	—
GRAND FALLS	CBT	990	1kw	.....	CBC	16		9	36	5	4	10	4	8	3	—	—	—
ST. JOHN'S	CBN	640	10kw	—	CBC	16		9	36	5	4	10	4	8	3	—	—	—
	CJON	930	5kw	.....	Weed; All-Can	x	1	45	7	9	5	20	5•	7	2	—	—	BN;LW

NO INFORMATION: St. John's, VOAR, VOCM, VOWR.

NOVA SCOTIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	DAILY HOURS Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ANTIGONISH	CJFX	580	5kw	Dom	CSR; Mulv	6	¼	33	9	21	6	13	5•		2	—	—	BUP
BRIDGEWATER	CKBW	1000	1kw	T-C	Cooke; Radio Reps	6	½	24	14	20	8	16	3•	6	4	—	—	BN
HALIFAX	CBH	1330	100w		.....	—	—	9	36	5	4	10	4	8	3	—	—	—
	CHNS*	960	5kw	Dom	Weed; All-Can	3	½	42	4	10	2	11	2•	½	—	—	—	BN;BUP LW,T
	CJCH	920	5kw	.....	CSR; Mulv	..	1	84	5	6	7	12	4•	3	..	—	—	BN;Se,W

CANADA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
TVILLE	CKEN	1350	1kw	—	Potts			25	15	8	7	9	x•	3	2			W
NEY	CBI	1140	5kw	T-C		16		9	36	5	4	10	4	8	3			
	CJCB*	1270	5-D,1-N	Dom	Weed; All-Can	1		80	14	40	6	16	5	10				BN;LW,T
RO	CKCL	600	1kw	—	RTS		½	60	7	20	6	16	3•		3	½		BUP;Se,W
IDSOR	CFAB	1450	250w	—	Potts		¼	25	15	8	7	9	x•	3	2			

NFORMATION: New Glasgow, CKEC; Yarmouth, CJLS.

ONTARIO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
RIE	CKBB	1230	250w		CRS; Mul			90	7	8	5	12	12•	2	2	½		BN
EVILLE	CJBQ	800	1kw	Dom	Stovin			55	7	6	8	10	3•	6	4	½		BN;Se,W
MPTON	CFJB	1090	250-D		RTS			18	6	8	2	11	2	6	1			BUP;LW, Se,W
NTFORD	CKPC*	1380	1kw	Dom	Potts	x	1	67	2	6	10	18	7	7	3	1		C,W
CKVILLE	CFJR	1150	250w	Dom	CSR; Stovin	6		23	26	20	9	9	5•	3	3			BN
THAM	CFCO	630	1kw	Dom		6		28	6	13	13	11	2	2	3			BUP;LW
T FRANCES	CFOB	800	1kw	Dom	Cooke; Radio Reps	8		58	1	28	1	11	2	2	3			BN;LW,W
T WILLIAM	CKPR*	580	1kw	T-C	CSR; All-Can	8		27	4	3	6	12	1	3	1			BN;T
T	CKGR	1110	250-D	—	RTS			49	17	13	5	7	3•	2	1	2		BN
LPH	CJOY	1450	250w	—	Cooke; Radio Reps		½	70	7	8	2	13	x•		3	3		BN
MILTON	CHML	900	5kw	Dom	CSR; S&T	x	½	96	15	2	8	12	6•	5		14		BN
	CKOC	1150	5kw	T-C	Weed; All-Can	x	1	70	15	18	2	22	3	5		1		BN;W
KORA	CJRL	1220	1kw	Dom	Cooke; Stovin	6	1	70	3	3	2	10	5•					BN
GSTON	CKLC*	1380	1kw	Dom	Forjoe; Stovin	2	2	68	7	10	5	21	10•	6	2	½		BN,BUP;W
	CKWS*	960	5kw	T-C	Weed; NBC	5	1	15	24	12	5	17	6•	4	1			BN
KLAND LAKE	CJKL	560	5kw	T-C	NBS	6	¼	34	3	14	6	12	3•	12	2			BN;W
CHENER	CKCR*	1490	250w	—	McGilly; Hunt		¼	86	10	14	10	13	10•	3	2	4		BN;Se,W
MINGTON	CJSP	710	250-D	—	Best; R&T Sls			15	10	1	2	10	1•	4	2	3		BN;LW
DSAY	CKLY	910	1kw	T-C	Potts			80	26	6	2	12	1•	6	5			BN;LW
IDON	CFPL*	980	5kw	Dom	Weed; All-Can	½	2	105	3	4	4	17	1•	5	3			BN;LW,W
	CKSL	1290	5kw	—	CSR; NBS; Stovin		6	135	15	3	2	18	3•					BN
GARA FALLS	CHVC	1600	5kw	—	Cooke; Potts			76	4	14	10	9	4•	2	½	21		BUP
LLIA	CFOR	1570	5-D,1-N	Dom	Young; S&T	4	¼	10	4	20	12	10	4•	5	2			BN
IAWA	CKLB	1350	5kw	—	McGillvra		1	98	4	9	5	15	5•	10	1	3		BN;W
TAWA	CBO*	910	5kw	T-C		16		9	36	5	4	10	4	8	3			—
	CFRA*	560	5kw	—	Weed; S&T		6	85	5	20	3	19	6•	3	6			C,LW
	CKOY	1310	5-D,1-N	Dom	NBS	3	6	100	3	3	6	16	6•	6				BN,BUP; C,T
EN SOUND	CFOS	1470	1kw	Dom	CRS; Stovin	1		42	4	7	9	3	4•	4	10		½	
ERBOROUGH	CHEX	1430	1kw	Dom	Weed; NBS	4		39	11	14	6	14	6•	9	2			BN;LW
T ARTHUR	CFPA	1230	250w	Dom	Weed; Potts	3		10	3	4	2	7	3•					BN;Se,St
CATHARINES	CKTB*	620	1kw	Dom	McGillvra	2		36	9		5	18	3•	8	1	8		BN,BUP;W
THOMAS	CHLO	680	1kw	T-C	Cooke; S&T		6	81	9	14	11	16	5•	5	3	3		BUP
NIA	CHOK	1070	5kw	T-C	Cooke; Mul	5		25	8	7	10	12	9•	7	7			BN;LW
LT STE. MARIE	CJIC	1190	250w	T-C	McGilly; Potts	7	1	41	8	9	4	12	7•	3	x	2		BN
COE	CFRS	1560	250-D		R&T Sls			28	16	15	4	9	2•	10	4			BN
THS FALLS	CJET	1070	1kw-D	—	—			51	½	7	4	12	2	6	1			BN
ATFORD	CJCS	1240	250w	Dom	Weed; All-Can			114	3	4	3	11	4•	5	½			BN
BURY	CHNO	900	1kw	D-F	CSR; Renaud	19	1	13	9	9	7	11	11•	5		12		BN;Se
	CKSO	790	5kw	CBC	Weed; All-Can	8	1	19	3	3	5	12	4•	3				—
LSONBURG	CKOT	1510	250-D		Radio Reps			38	10	17	3	10	2	3	2	3		BN
MINS	CFCL	580	1kw	Fr	Renaud	3	1	13	6	62	4	11	3•	3	2	4		BN
RONTO	CBL*	710	50kw					9	36	5	4	10	4	8	3			
	CFRB*	1010	50kw	CBS	CSR; All-Can		1					6	2	3				BN,BUP; T,W
	CHUM	1050	1kw-D		McGillvra			x	—	—	6	x	2	3		6	—	BN
	CKEY	580	5-D,1-N		Cooke; NBS		6	99	2	4	5	20	3•	½				All
	CKFH	1400	250w	—	Weed; S&T		6	1	15	13	6	12	7•			8		BN;A,Se

NFORMATION: Cornwall, CKSF; North Bay, CFCH; Pembroke, CHOV; Sault Ste. Marie, CKCY; Timmins, CKGB; Toronto CJBC.

SYMBOLS: * am-fm station; ‡ fm station; D—daytime power; N—night power; • local sports covered; † Lat. Amer. included; x figure unspecified category unclaime

CANADA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
WINDSOR	CBE	1550	10kw	—		—		9	36	5	4	10	4	8	3	—	—	—
	CKLW*	800	50kw	MBS	CSR; All-Can	5	3	86	4	6	15	19	5	6	6	—	2	BUP,N T,W
WINGHAM	CKNX	920	1kw	Dom	CSR; Potts			32	19	28	9	9	3•	3	13	—	—	BN;T
WOODSTOCK	CKOX	1340	250w	—	Renaud	—		35	13	13	9	9	2•	8	6	2	—	BUP; LW,S

PRINCE EDWARD ISLAND

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CHARLOTTETOWN	CFCY	630	5kw	Dom	Weed; All-Can	3	¼	60	7	14	8	11	2	3	4	—	—	BN,BUP
SUMMERSIDE	CJRW	1240	250w	—				41	7	17	11	9	4•	2	1	—	—	BUP;W

QUEBEC

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALMA	CFGT	1270	1kw	—	Renaud	—	—	80	18	5	5	10	4•	3	1	—	—	BN;Se
AMOS	CHAD	1340	250w	—	Weed	—	—	15	18	8	8	6	7•	2	3	3	—	—
CHICOUTIMI	CJMT	1450	250w	—	McGilly; Renaud	2	2	75	23	—	4	11	6•	3	—		—	BUP;Se
GRANBY	CHEF	1450	250w	—	Renaud	—	—	50	25	15	4	8	6•	1	½	—		BUP
HULL	CKCH	970	5kw	Fr	McGilly; Renaud	5	1	22	28	6	4	13	3	2	3	½	—	BN;Se
JONQUIERE	CKRS	590	1kw	—	CSR; Hardy			63	11	8	10	14	4•	6	2	—		BN
LA SARRE	CKLS	1240	250w	—	Weed; Renaud		—	15	18	8	8	6	7•	2	3	3	—	BUP
MATANE	CKBL	1250	5kw	Fr	Hardy	3	—	41	8	5	2	—	3•	4	—	—	—	BN
MONTMAGNY	CKBM	1490	250w	Fr	R&T Sales	x	—	140	14	23	2	9	2•	3	6	—	—	BN
MONTREAL	CBM*	940	50kw	NBC; T-C		16	—	9	36	5	4	10	4	8	3	—	—	
	CFCF*	600	5kw	ABC;Dom	Weed; All-Can	2	2	95	5	13	2	15	4•	1	—	1	—	BN,BUP
	CHLP	1410	1kw	—	Renaud		—	57	18	3	7	13	3•	5	—	37	—	BN;A
	CKAC	730	10-D,5-N	CBS	CSR; Renaud	—	½	43	6	4	8	20	5•	7	3	4	—	BN;A, LW,W
	CKVL*	850	10kw	Fr	Cooke; R&T Sls	x	6	110	4	13	6	16	x	1	3	—	—	BN,BUP LW
QUEBEC	CHRC*	800	5kw	—	CSR; Hardy		—	29	19	4	9	13	5•	4	—	—	—	BN,BUP
	CJQC	1340	250w	T-C	R&T Sales	5	3	60	12	2	5	18	5	4	—	—	—	BN;LW.
	CKCV	1280	1kw	Dom; Fr	Weed; Renaud	x	—	21	26	29	4	12	2	6	½	½	—	BN
RIMOUSKI	CJBR*	900	10kw	Fr	CSR; Stovin	x	½	11	10	6	6	9	2•	2	3	—	—	Se
ROUYN	CKRN	1400	250w	—	Weed; Renaud	—	—	15	18	8	8	6	7•	2	3	3	—	BUP
SHERBROOKE	CHLT	900	1kw	Fr	CSR; Hardy	6	—	40	6	4	9	10	3•	5	3	—	—	BN;LW.
	CKTS	1240	250w	Dom	CSR; Hardy	12	—	30	40	23	4	22	6•		1		—	BN;LW.
SOREL	CJSO	1320	1kw	—	Hardy		—	66	11	12	3	11	5•	2	2	—	—	BN
THETFORD MINES	CKLD	1230	250w	Fr	Hardy	6	—	50	7	13	4	2	2	2	3			BN
TROIS-RIVIERES	CHLN	550	5kw	—	CSR; Renaud	—	—	27	18	25	5	14	7	3	3	—	—	BUP
VAL D'OR	CKVD	1230	250w	—	Weed; Renaud		—	15	18	8	8	6	7•	2	3	3		—
VICTORIAVILLE	CFDA	1380	1kw	Fr	CSR; R&T Sls	—	—	45	10	12	10	9	2•	5	2	—	—	BN
VILLE-MARIE	CKVM	710	1kw	Fr	CSR; Hardy	6	—	4	7	3	8	x	4•	3	7	—	—	BUP

NO INFORMATION: Chicoutimi, CBJ; Drummondville, CHRD; Montreal, CBF, CJAD CJMS; New Carlisle, CHNC; Quebec, CBV; Riviere-Du-Loup, CJFP; Roberv HRL; Ste. Anne De La Pocatiere, CHBG; St. Georges De Beauce, CKRB; Shawingan Falls, CKSM; Trois Rivieres, CKTR.

SASKATCHEWAN

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS Network	Post-mid	WEEKLY HOURS Pop music	Concert	Country, Western	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
GRAVELBOURG	CFRG	1230	250w	Fr	Renaud	6	—	4	5	2	3	8	1•	1	3	—	—	BUP
MOOSE JAW	CHAB	800	5kw	Dom	Weed; Stovin	1	—	51	1	14	18	17	7•	7	7	—		BUP;LW
N. BATTLEFORD	CJNB	1460	1kw	—	Stovin	—	1	48	5	16	8	14	11•	3	3	—	—	BN;St
PRINCE ALBERT	CKBI	900	5kw	Dom	Weed; All-Can	x	1	60	2	25	10	16	4•	4	2	2	—	BN;T
REGINA	CKCK	620	5kw	T-C	All-Can	1	1	—	5	3	6	12	10•	2	—	—	—	BN,BUP; W
	CKRM	980	5kw	Dom	CSR; Radio Reps	1	1	105	6	11	7	14	12	4	7	—	—	BN,BUP; LW,Se
SASKATOON	CFNS	1170	1kw	Fr	McGilly; Hunt	x		15	12	17	4	7	2•	2	2	2	—	—
	CKOM	1420	5kw	—	Weed; Stovin	—	1	71	22	12	3	10	x•	3	—	½	—	BN;C,St.
YORKTON	CJGX	940	1kw	Dom	Young; Stovin	2	—	73	8	23	7	14	4•	½	19	4	—	BN;LW

NO INFORMATION: Saskatoon, CFQC

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Tel: Douglas 2 2541
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Also for agricultural tool, airline, air refresher, ale, aluminum cleanser, amusement, animal food, antenna, anthracite, apparel, army surplus, athletic equipment, auction, auto insurance, paint and body work, parts, rental, supply

. . . some of the more than 200 kinds of business which make United Press news programs the most widely sponsored.

United Press 1

U.P. NEWS PRODUCES

SECTION

2

Radio Category Directory

concert music PAGE 77

593 stations with 10 weekly hours or more of orchestral music.

country & western music

PAGE 83

455 stations programing 20 hours or more per week in this category.

farm radio PAGE 87

601 stations reporting special programing beamed to rural America.

foreign language PAGE 93

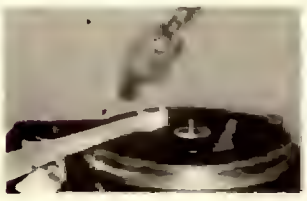
307 stations programing in 57 languages with tables of hours per week

latin-american PAGE 97

126 stations with Spanish language programing for this audience.

negro radio PAGE 101

567 stations regularly scheduling programs appealing to Negro audiences.



popular music PAGE 111

385 stations with a total of 75 hours or more per week each in this category.

religious & gospel PAGE 117

372 stations scheduling 10 or more hours per week in this category.

GOOD music is ringing up sales in Los Angeles...

KFAC *The Music Station for Southern California...*

1330 on your radio... 92.3 on your FM set

PRUDENTIAL SQUARE • LOS ANGELES

Represented Nationally by The Bolling Company

concert music

symbol

† station features classical music
Figures represent hours per week

• 2009 stations regularly schedule light orchestral or classical music. This represents 75% of all 1957 questionnaire respondents. Last year Buyers' Guide showed a total of 1959 stations in that category. Concert music continues to be exceedingly popular with a large share of the stations. 593 or 29% of the 1957 respondents schedule 10 or more hours of good music per week. Most of these same stations devote the bulk of their programing to popular music and other forms of entertainment. Most of the stations devoting a substantial portion of their programing to classical or light orchestral music are located in the larger metropolitan areas. 110 of them or 18% appear also in the Farm Radio category (see page 87). 125 or 41% of the foreign language stations also feature this type of programing.

CITY	CALL LETTERS	HOURS
ALABAMA		
ANNISTON	WSPC	10
BIRMINGHAM	WCRT	14
DECATUR	WHOS	14
HUNTSVILLE	WBHP	10
MOBILE	WABB	15
TUSCALOOSA	WNPT	10
ARIZONA		
FLAGSTAFF	KCLS	12
PHOENIX	KOOL	22
TUCSON	KOPO	15
	KTUC	18
YUMA	KOLD	35
ARKANSAS		
FORT SMITH	KWHN	11
HARRISON	KHOZ	13
PINE BLUFF	KOTN	13
SILOAM SPRINGS	KUOA	11
CALIFORNIA		
ARCATA	KENL	35
BERKELEY	KRE	35†
BLYTHE	KYOR	13
CALEXICO	KICO	28
CRESCENT CITY	KCRE	35
EL CENTRO	KXO	10
FORT BRAGG	KDAC	10
FRESNO	KFRE	18
	KRFM (fm)	49†
GLENDALE	KUTE (fm)	84
LANCASTER	KAVL	17
LONG BEACH	KNOB (fm)	19
LOS ANGELES	KCBH (fm)	45†
	KFAC	171
	KNX	33
	KPOL	120
MARYSVILLE	KMYC	13
MERCED	KYOS	18
MONTEREY	KXXL	22
NEEDLES	KSFE	12
OAKLAND	KLX	20
OCEANSIDE	KSLR	13
OROVILLE	KMOR	10
RED BLUFF	KBLF	14
SACRAMENTO	KCRA	25
	KGMS	24
SAN BERNARDINO	KRNO	17
SAN DIEGO	KFMB	10
SAN FRANCISCO	KCBS	40†
	KEAR (fm)	111
	KNBC	16
SAN JOSE	KEEN	14
SAN RAFAEL	KTIM	10†
SANTA CRUZ	KSCO	28
SANTA MARIA	KSMA	20
SANTA ROSA	KSRO	24
TURLOCK	KTUR	32
VASCO	KWSO	64
WATSONVILLE	KHUB	10
COLORADO		
BOULDER	KBOL	33
COLORADO SPRINGS	KRDO	15
DENVER	KFML	112
	KLIR	34
	KOA	11
FORT COLLINS	KCOL	20
GRAND JUNCTION	KREX	11
GREELEY	KFKA	13
LAMAR	KLMR	15
MANITOU SPRINGS	KCMS (fm)	70
STERLING	KGEK	16
CONNECTICUT		
HARTFORD	WCCC	26
	WFMQ (fm)	52
	WHAY	13
MERIDEN	WMMW	10
NORWALK	WNLK	10†
STAMFORD	WSTC	13
DELAWARE		
MILFORD	WKSB	24
DISTRICT OF COLUMBIA		
WASHINGTON	WASH (fm)	10
	WGMS	85
	WPIK	10
	WTOP	39
FLORIDA		
CHIPLEY	WBGC	10
CLEARWATER	WTAN	14
COCOA	WKKO	14
CORAL GABLES	WLCG	70*
DAYTONA BEACH	WNDB	14
DE LAND	WJBS	15
EAU GALLIE	WMEG	12
FORT PIERCE	WIRA	11
GAINESVILLE	WGGG	12
	WRUF	13
JACKSONVILLE	WJHP	17
LAKE CITY	WDSR	16
LAKELAND	WLAK	21
MIAMI BEACH	WLRD (fm)	119
MILTON	WEBY	10
NEW SMYRNA BEACH	WSBB	25
OCALA	WTMC	12
ORLANDO	WDBO	12
	WHOO	16
PENSACOLA	WCOA	12
PERRY	WPRY	16
ST. PETERSBURG	WPIN	10
SARASOTA	WSPB	17
TALLAHASSEE	WTNT	10
TARPON SPRINGS	WDCL	24
WINTER HAVEN	WSIR	19

(CONTINUED)

CITY	CALL LETTERS	HOURS
GEORGIA		
ALBANY	WGPC	11
ATHENS	WRFC	12
ATLANTA	WGKA	96
GAINESVILLE	WDUN	11
LA GRANGE	WTRP	11
MONROE	WMRE	12
ROME	WROM	24
SANDERSVILLE	WSNT	10
SAVANNAH	WFRP	12
TIFTON	WWGS	10
IDAHO		
BLACKFOOT	KBLI	11
BOISE	KBOI	15
	KIDO	10
BURLEY	KBAR	23
PRESTON	KPST	15
RUPERT	KAYT	13
SANDPOINT	KSPT	12
TWIN POINTS	KEEP	21
WEISER	KWEI	12
ILLINOIS		
BELLEVILLE	WIBV	18
CHAMPAIGN	WDWS	16†
CHICAGO	WBBM	37†
	WEDC	24
	WFMF (fm)	21
	WFMT (fm)	85†
	WMAQ	12
	WNIB (fm)	40
EAST ST. LOUIS	WTMV	29
EVANSTON	WEAW	80
	WNMP	50
KEWANEE	WKEI	11
LA GRANGE	WTAQ	12
LA SALLE	WLPO	18
MACOMB	WKAI	12
OTTAWA	WCMY	14
PARIS	WPRS	20
ROCK ISLAND	WHBF	10
SPRINGFIELD	WTAX	12
STERLING	WSDR	42
INDIANA		
ELKHART	WCMR	18
EVANSVILLE	WJPS	14
FORT WAYNE	WKJG	28
	WOWO	10
GARY	WWCA	20
JASPER	WITZ	15
SALEM	WSLM	11
VINCENNES	WAOV	20†
IOWA		
CLINTON	KROS	10
DAVENPORT	KFMA	10
	KSTT	10†
DES MOINES	KSO	14
	KWDM	20
IOWA CITY	KXIC	10
SIOUX CITY	KSCJ	23
SPENCER	KICD	13
STORM LAKE	KAYL	16
KANSAS		
CONCORDIA	KNCK	21
LAWRENCE	KLWN	28
OTTAWA	KOFO	12
SALINA	KSAL	14
TOPEKA	KTOP	16
WICHITA	KANS	14
KENTUCKY		
BOWLING GREEN	WKCT	17
FRANKFORT	WFKY	17
NEWPORT	WNOP	16
PADUCAH	WPAD	12
PRESTONSBURG	WPRT	10
SOMERSET	WSFC	11
LOUISIANA		
BATON ROUGE	WJBO	14
NATCHITOCHES	KNOC	15
NEW ORLEANS	WDSU	15
MAINE		
BRUNSWICK	WCME	20
LEWISTON	WCOU	20
SOUTH PARIS	WKTQ	13
MARYLAND		
ANNAPOLIS	WNAV	20
BALTIMORE	WITH (fm)	91
CUMBERLAND	WCUM	18
	WTBO	10
HAGERSTOWN	WJEJ	18
HAVRE DE GRACE	WASA	10
TOWSON	WTOW	28

For over a million families in New York, nothing takes the place of Good Music

Nothing takes the place of

WQXR

Radio Station of The New York Times 50,000 watts

WQXR's weekly audience—1,001,100 radio homes. WQXR's daily audience—639,000 radio homes.*

*Pulse, CPA, Dec 1956 – 17-county area only

MASSACHUSETTS

CITY	CALL LETTERS	HOURS
ATTLEBORO	WARA	14
BOSTON	WBZ	37
	WCRB	124
	WEEI	39
	WHDH	12
CAMBRIDGE	WXHR (fm)	126†
BROCKTON	WBET	10
FALL RIVER	WALE	10
	WSAR	16
GARDNER	WGAW	27
HAVERHILL	WHAV	11
LOWELL	WLLH	14
NORTH ADAMS	WMNB	20
NORTHAMPTON	WHMP	12
PITTSFIELD	WBEC	12
	WBRK	15
SPRINGFIELD	WBZA	37
	WJKO	12
	WTXL	24
W. YARMOUTH	WOCB	28
WORCESTER	WAAB	24
	WNEB	12

MICHIGAN

CITY	CALL LETTERS	HOURS
ADRIAN	WABJ	12
BATTLE CREEK	WELL	10
BIG RAPIDS	WBRN	12
COLDWATER	WTVB	10
DETROIT	WJBK	35
	WKMH	12
	WLDM (fm)	50
	WWJ	47
FLINT	WBBC	20
FREMONT	WBFC	13
GRAND HAVEN	WGHN	11
GRAND RAPIDS	WFUR	20
HILLSDALE	WBSE	35
HOLLAND	WHTC	19
IRON RIVER	WIKB	14
IRONWOOD	WJMS	12
ISHPEMING	WJPO	19
MIDLAND	WMDN	28
MT. PLEASANT	WCEN	11
MUSKEGON	WMUS	15
NILES	WNIL	11
PORT HURON	WTTH	10
ROGERS CITY	WHAK	10
SAULT STE. MARIE	WSOO	12
STURGIS	WSTR	23

MINNESOTA

CITY	CALL LETTERS	HOURS
ALEXANDRIA	KXRA	10
BRAINERD	KLIZ	12
CLOQUET	WKLK	30
DULUTH-SUPERIOR	WEBC	20
FERGUS FALLS	KGDE	18
MINNEAPOLIS-ST. PAUL	KEVE	11
	WCCO	15
	WPBC	78
STILLWATER	WAVN	10
WILLMAR	KWLM	14
WINONA	KWNO	10
WORTHINGTON	KWOA	20

MISSISSIPPI

CITY	CALL LETTERS	HOURS
HATTIESBURG	WFOR	12
NEW ALBANY	WNAU	18
VICKSBURG	WQBC	14

MISSOURI

CITY	CALL LETTERS	HOURS
COLUMBIA	KFRU	15
JOPLIN	WMBH	30
KANSAS CITY	WDAF	17
ST. LOUIS	KSD	18
	WIL	13
SPRINGFIELD	KTTS	24
WARRENTON	KWRE	14

MONTANA

CITY	CALL LETTERS	HOURS
ANACONDA	KANA	10
BILLINGS	KBMY	10
BOZEMAN	KBMN	15
GREAT FALLS	KBGF	14
HAVRE	KOJM	21
LEWISTOWN	KYLO	15
LIBBY	KLCB	15

NEBRASKA

CITY	CALL LETTERS	HOURS
ALLIANCE	KCOW	11
BEATRICE	KWBE	15
CHADRON	KCSR	10
FREMONT	KFGT	15
LEXINGTON	KRVN	15†
LINCOLN	KLIN	17

NEVADA

CITY	CALL LETTERS	HOURS
CARSON CITY	KPTL	25
LAS VEGAS	KLAS	16
RENO	KNEV (fm)	61

NEW HAMPSHIRE

CITY	CALL LETTERS	HOURS
CONCORD	WKXL	11
LACONIA	WLNH	10
ROCHESTER	WWNH	12

NEW JERSEY

CITY	CALL LETTERS	HOURS
ASBURY PARK	WJLK	23
ATLANTIC CITY	WMID	11
BRIDGETON	WSNJ	19
MORRISTOWN	WMTR	10
NEW BRUNSWICK	WTCT	10
PATERSON	WPAT	34
PLEASANTVILLE	WOND	40

NEW MEXICO

CITY	CALL LETTERS	HOURS
ALBUQUERQUE	KHAM	30
	KHFM (fm)	50
ARTESIA	KSVP	14
LOS ALAMOS	KRSN	32
PORTALES	KENM	36
SANTA FE	KTRC	20
TRUTH OR CONSEQUENCES	KCHS	15

NEW YORK

CITY	CALL LETTERS	HOURS
ALBANY	WOKO	16
AUBURN	WMBO	15
BATAVIA	WBTA	11
BUFFALO	WBNY	18
CORNING	WCLI	24
DUNKIRK	WFCB	11
ENDICOTT	WENE	15
FREEPORT	WGBB	15
GENEVA	WGVA	13
GLENS FALLS	WWSC	21
GLOVERSVILLE	WENT	15
HEMPSTEAD	WHLI	28†
HORNELL	WLEA	14
	WWHG	11
JAMESTOWN	WJTN	14
MASSENA	WMSA	14
MIDDLETOWN	WALL	17
NEWBURGH	WGNY	22
NEW ROCHELLE	WNRC	20
NEW YORK	WBAI (fm)	28
	WBNY	17
	WQXR	106
	WRCA	30
NIAGARA FALLS	WHLD (fm)	92
PATCHOGUE	WALK	25
PEEKSKILL	WLNA	11
PLATTSBURG	WIRY	10†
RIVERHEAD	WRIV	20
ROCHESTER	WRNY	75
SARANAC LAKE	WNBZ	14
SARATOGA SPRINGS	WSPN	11
SCHENECTADY	WSNY	12
SYRACUSE	WFBL	12
	WHEN	17
WATERTOWN	WATN	11†
	WWNY	10
WHITE PLAINS	WFAS	19
RURAL RADIO NET	16 AM & 12 FM Stations	50

NORTH CAROLINA

CITY	CALL LETTERS	HOURS
ASHEBORO	WGWR	10
BEAUFORT	WBMA	16
BREVARD	WPNE	23
CHAPEL HILL	WCHL	22
CHARLOTTE	WAYS	10
	WMIT (fm)	64
GREENSBORO	WCOG	10
LAURINBURG	WEWO	11
LINCOLNTON	WLON	12
RALEIGH	WRAL	30
REIDSVILLE	WREV	12
THOMASVILLE	WTNC	12
WAYNESVILLE	WHCC	20
WINSTON-SALEM	WAIR	26

NORTH DAKOTA

CITY	CALL LETTERS	HOURS
DEVILS LAKE	KDLR	14
GRAND FORKS	KILO	10
JAMESTOWN	KSJB	10
MINOT	KCJB	11

OHIO

CITY	CALL LETTERS	HOURS
ALLIANCE	WFAH	17
ASHLAND	WATG	13
BOWLING GREEN	WWBG	52
CANTON	WAND	10
	WHBC	13
CHILLICOTHE	WBEX	21
CINCINNATI	WCPO	10
	WLW	35
CLEVELAND	KYW	20
	WDOK	22
	WGAR	14†
DOVER	WJER	23
ELYRIA	WEOL	28
LIMA	WIMA	10
MARION	WMRN	16
NEWARK	WCLT	31
PAINESVILLE	WPVL	20
PIQUA	WPTW	10
WARREN	WHHH	13
WORTHINGTON	WRFD	10

OKLAHOMA

CITY	CALL LETTERS	HOURS
ALVA	KALV	24
MUSKOGEE	KMUS	27
OKLAHOMA CITY	KOCY	10
TULSA	KOME	60
WOODWARD	KSIW	13

OREGON

CITY	CALL LETTERS	HOURS
EUGENE	KASH	11
	KERG	16
HOOD RIVER	KHRR	15
McMINNVILLE	KMCM	10
MEDFORD	KYJC	16
OCEANLAKE	KBCH	10
OREGON CITY	KGON	15
PORTLAND	KGW	15
	KPAM	66
SALEM	KOCO	21
	KSLM	43

(CONTINUED)

PENNSYLVANIA

CITY	CALL LETTERS	HOURS
ALLENTOWN	WFMZ (fm)	63
BLOOMSBURG	WHLM	12
BRADDOCK	WLOA	68
BRADFORD	WESB	18
CHESTER	WVCH	20
CONNELLSVILLE	WCVI	19
EASTON	WEEX	10
ERIE	WERC	16
	WJET	12
GETTYSBURG	WGET	10
JOHNSTOWN	WARD	12
KANE	WADP	21
LANCASTER	WLAN	17
LOCK HAVEN	WBPZ	15
PHILADELPHIA	WDAS	13
	WFLN (fm)	105†
PITTSBURGH	KQV	10
	WCAE	16
	WLOA	84
	WWSW	14
PITTSTON	WPTS	31
POTTSVILLE	WPPA	14
SCRANTON	WARM	10
	WEJL	16
SUNBURY	WKOK	11
TYRONE	WTRN	12
WARREN	WNAE	12
WASHINGTON	WJPA	10
WILKES-BARRE	WBAX	10
	WILK	12
WILLIAMSPORT	WLYC	21†

RHODE ISLAND

CITY	CALL LETTERS	HOURS
PROVIDENCE	WTMH (fm)	120†

SOUTH CAROLINA

CITY	CALL LETTERS	HOURS
ANDERSON	WANS	12
COLUMBIA	WCOS	30
GREENVILLE	WMUU	45
HARTSVILLE	WHSC	16
MYRTLE BEACH	WMYB	10
ORANGEBURG	WTND	14
SPARTANBURG	WJAN	25
SUMTER	WSSC	12

SOUTH DAKOTA

CITY	CALL LETTERS	HOURS
ABERDEEN	KSDN	20
BROOKINGS	KBRK	13
SIOUX FALLS	KISD	16
	KSOO	11
WATERTOWN	KWAT	13
YANKTON	KYNT	16

TENNESSEE

CITY	CALL LETTERS	HOURS
CLARKSVILLE	WJZM	15
MARYVILLE	WGAP	26
McMINNVILLE	WMMT	13
MEMPHIS	WMC	10
MURFREESBORO	WGNS	26

TEXAS

CITY	CALL LETTERS	HOURS
ABILENE	KWKC	10
ATLANTA	KALT	12
BAYTOWN	KREL	10
BEAUMONT	KFDM	22
BRADY	KNEL	12
DALLAS	KIXL	55
	KRLD	20
DUMAS	KDDD	10
EASTLAND	KERC	20
HOUSTON	KXYZ	13
KERRVILLE	KERV	13
LUFKIN	KTRE	17
MARSHALL	KMHT	15
MIDLAND	KCRS	12
SAN ANTONIO	KITE	28
	KONO	37
SEGUIN	KWED	14
SHERMAN	KRRV	15
	KTAN	20

UTAH

CITY	CALL LETTERS	HOURS
CEDAR CITY	KSUB	14
LOGAN	KLGN	25
	KVNU	18
MURRAY	KMUR	45
PROVO	KEYY	15
	KIXX	11
	KOVO	15
RICHFIELD	KSVC	11
SALT LAKE CITY	KSL	38

VERMONT

CITY	CALL LETTERS	HOURS
BENNINGTON	WBTN	14
BURLINGTON	WDOT	28
ST. JOHNSBURY	WTWN	14
WATERBURY	WDEV	15

VIRGINIA

CITY	CALL LETTERS	HOURS
CHARLOTTESVILLE	WCHV	17
CLIFTON FORGE	WCFV	10
CULPEPER	WCVA	10
FREDERICKSBURG	KFVA	10
HAMPTON	WVEC	15
HOPEWELL	WHAP	21
MARTINSVILLE	WMVA	12†
NARROWS	WNRV	13
NORFOLK	WRVC (fm)	62
ORANGE	WJMA	10
RADFORD	WRAD	14
WAYNESBORO	WAYB	13

WASHINGTON

CITY	CALL LETTERS	HOURS
BELLINGHAM	KPUG	11
GRAND COULEE	KFDR	15
KELSO	KLOG	12
PUYALLUP	KAYE	10
SEATTLE	KTW	12
	KVI	12
	KXA	85
SPOKANE	KSPO	16
TACOMA	KMO	35
WALLA WALLA	KTEL	20

"Music Doth Soothe the Savage Beast"

WFLN *Philadelphia Fine Music Station*

Philadelphia 28, Pa.

Represented Nationally by Good Music Broadcasters, Inc. — N. Y. C.

WEST VIRGINIA

CITY	CALL LETTERS	HOURS
CHARLESTON	WGKV	10
CLARKSBURG	WBLK	60
MATEWAN	WHJC	10
MOUNDSVILLE	WMOD	14
PRINCETON	WLOH	14
WHEELING	WKWK	11

WISCONSIN

CITY	CALL LETTERS	HOURS
BELOIT	WBEL	10
	WGEZ	18
LADYSMITH	WLDY	14
MADISON	WISC	14
	WMFM (fm)	29
MANITOWOC	WOMT	16
MARINETTE	WMAM	12
MILWAUKEE	WISN	35
PLATTEVILLE	WSWW	10
RACINE	WRJN	15
RHINELANDER	WOBT	30
RICE LAKE	WJMC	12
RICHLAND CENTER	WRCO	32
SHAWANO	WTCH	10
SHEBOYGAN	WHBL	14
WAUSAU	WOSA	28

WYOMING

CITY	CALL LETTERS	HOURS
LANDER	KOVE	11
RIVERTON	KWRL	10
THERMOPOLIS	KRTR	11

ALASKA

CITY	CALL LETTERS	HOURS
ANCHORAGE	KFQD	15
FAIRBANKS	KFRB	15
JUNEAU	KINY	15
KETCHIKAN	KTKN	15
SEWARD	KIBH	15
SITKA	KIFW	15

HAWAII

CITY	CALL LETTERS	HOURS
HILO	KHBC	40
HONOLULU	KAHU	12
	KAIM	64
	KGMB	40
	KIKI	27

PUERTO RICO

CITY	CALL LETTERS	HOURS
CAGUAS	WNEL	11

VIRGIN ISLANDS

CITY	CALL LETTERS	HOURS
ST. THOMAS	WSTA	11

CANADA

Alberta

CITY	CALL LETTERS	HOURS
CAMROSE	CFCW	16
EDMONTON	CHED	55
	CHFA	67
GRAND PRAIRIE	CFGP	19
PEACE RIVER	CKYL	16

British Columbia

CITY	CALL LETTERS	HOURS
CHILLIWACK	CHWK	23
DAWSON CREEK	CJDC	12
KAMLOOPS	CFJC	17
NANAIMO	CHUB	10
NELSON	CKLN	30
PRINCE RUPERT	CFPR	36
TRAIL	CJAT	28
VANCOUVER	CBU	36
	CJOR	16
	CKLG	54
	CKWX	46
VICTORIA	CJVI	30
	CKDA	12

Manitoba

CITY	CALL LETTERS	HOURS
FLIN FLON	CFAR	16
ST. BONIFACE	CKSB	25
WINNIPEG	CBW	36

New Brunswick

CITY	CALL LETTERS	HOURS
CAMPBELLTON	CKNB	14
EDMUNDSTON	CJEM	35
MONCTON	CKCW	20
SACKVILLE	CBA	36

Newfoundland

CITY	CALL LETTERS	HOURS
CORNER BROOK	CBY	36
GANDER	CBG	36
GRAND FALLS	CBT	36
ST. JOHN'S	CBN	36

Nova Scotia

CITY	CALL LETTERS	HOURS
BRIDGEWATER	CKBW	14
HALIFAX	CBH	36
KENTVILLE	CKEN	15
SYDNEY	CBI	36
	CJCB	14
WINDSOR	CFAB	15

Take your cue . . . . .

For the tempo, the pacing, the mind that finally determines the greatness at a performance — you look to the podium.

For the facts on "The Economics of Good Music Advertising" — you look to Good Music Broadcasters, Inc.
52 Vanderbilt Ave., N. Y. 17, N. Y.
Murray Hill 3-2295

Representatives for leading Good Music Stations in top markets from Coast to Coast

Hop on the "Chuck" Wagon, Pardner!

"Chuck" Bernard

the "Madison Avenue Hillbilly"

Madison Avenue

780 WARL Arlington, Va. Washington, D.C.

1050 WCMS Norfolk, Virginia

1340 KCKN KANSAS CITY

KVVG-TV Fresno-Tulare, California

750 WBMD Baltimore, Maryland

1300 WKLC St. Albans — Charleston, W. Va.

1580 KLAK DENVER — LAKEWOOD

KCUL 10,000 WATTS

FORT WORTH

DALLAS

COUNTRY WESTERN MUSIC FROM COAST TO COAST

CHARLES BERNARD & COMPANY

country & western music

Figures represent hours per week

• Country and Western music as a station speciality really came into its own this year. 2024 stations regularly schedule or feature country & western music. This represents 75% of all respondents to Buyers' Guide questionnaires. In the 1956 Buyers' Guide where this category is identified as "folk music," a total of 1959 stations reported extensive use of this form of entertainment in their schedules. To give you more details on the growth of this category, the 1955 Buyers' Guide shows 1671 stations in this category while the 1954 edition reported only 66% of respondents featuring this type of music.

As in other sections, stations listed below show a wide variety of programing. 40% appear on the Negro radio lists. 32% are on the religious and gospel music list and 25% show up in the farm section.

ALABAMA

CITY	CALL LETTERS	HOURS
ANNISTON	WSPC	25
ATHENS	WJMW	31
BIRMINGHAM	WILD	26
	WLBS	24
	WTOK	70
CULLMAN	WKUL	45
DECATUR	WHOS	24
	WMSL	36
EUFAULA	WULA	26
FAYETTE	WWWF	20
FLOMATON	WTCB	32
FORT PAYNE	WFPA	90
	WZOB	20
GADSDEN	WETO	40
	WGAD	24
GENEVA	WGEA	28
GREENVILLE	WGYV	30
GUNTERSVILLE	WGSV	20
HAMILTON	WERH	34
HUNTSVILLE	WFUN	20
	WHBS	26
MARION	WJAM	23
MOBILE	WKAB	50
MONTGOMERY	WBAM	38
OPELIKA	WJHO	20
OPP	WAMI	20
PRICHARD	WAIP	31
SCOTTSBORO	WCRI	20
SELMA	WGMC	30
TALLADEGA	WHTB	37
TALLAHASSEE	WTLS	24
THOMASVILLE	WJDB	30
TUSCALOOSA	WNPT	30

ARIZONA

CITY	CALL LETTERS	HOURS
PHOENIX	KRIZ	22
TUCSON	KCNA	60
YUMA	KOLD	20

ARKANSAS

CITY	CALL LETTERS	HOURS
ARKADELPHIA	KVRC	31
BATESVILLE	KBTA	20
BLYTHEVILLE	KLCN	21
CROSSETT	KAGH	25
FORT SMITH	KWHN	23
HOT SPRINGS	KBLO	33
MENA	KENA	20
MONTICELLO	KHBM	27
MORRILTON	KVOM	20
PINE BLUFF	KCLA	22
	KOTN	22
SEARCY	KWCB	20

CALIFORNIA

CITY	CALL LETTERS	HOURS
BAKERSFIELD	KAFY	27
	KMAP	36
CHICO	KXOC	21
FRESNO	KGST	31
MODESTO	KTRB	22
PASADENA	KXLA	140
SAN DIEGO	XEAC	74
	XERB	57
SAN JOSE	KEEN	56
SAN MATEO	KVSM	72
STOCKTON	KRAK	29

COLORADO

CITY	CALL LETTERS	HOURS
ENGLEWOOD	KGMC	42
LAKEWOOD	KLAK	36
LONGMONT	KLMO	33
ROCKY FORD	KRFC	21
STERLING	KGEK	20

DISTRICT OF COLUMBIA

CITY	CALL LETTERS	HOURS
WASHINGTON	WARL	77
	WINX	89

FLORIDA

CITY	CALL LETTERS	HOURS
CHIPLEY	WBGC	21
COCOA	WKKO	24
CRESTVIEW	WCNU	30
	WJSB	60
FERNANDINA BCH.	WFBF	36
JACKSONVILLE	WRHC	60
LIVE OAK	WNER	22
MIAMI	WMIE	24
	WWPB	54
OCALA	WMOP	24
ORLANDO	WABR	31
	WORZ	24
PLANT CITY	WPLA	27
TALLAHASSEE	WMEN	24
TAMPA	WALT	28
	WEBK	24
	WHBO	67

GEORGIA

CITY	CALL LETTERS	HOURS
ADEL	WAAG	31
ATLANTA	WEAS	33
	WTJH	53
AUGUSTA	WAUG	24
BAINEBRIDGE	WMGR	25
BRUNSWICK	WMOG	25
CAIRO	WGRA	20
COLUMBUS	WDAK	30
	WGBA	29
	WPNX	40
CORDELE	WMJM	21
CORNELIA	WCON	40
DALTON	WRCD	38
DUBLIN	WMLT	26
FITZGERALD	WBHB	21
GAINESVILLE	WDUN	21
	WGGA	24
GRIFFIN	WHIE	21
LA GRANGE	WTRP	30
MACON	WBML	20
	WIBB	29
MADISON	WMGE	28
PERRY	WBBN	20
ROME	WROM	25
SUMMERVILLE	WGTA	21
SWAINSBORO	WJAT	38
SYLVANIA	WSYL	28
VALDOSTA	WGOV	25
WAYCROSS	WACL	42
	WAYX	29
WAYNESBORO	WBRO	22
WINDER	WIMO	36

IDAHO

CITY	CALL LETTERS	HOURS
BOISE	KGEM	43
CALDWELL	KCID	46
NAMPA	KFXD	27

ILLINOIS

CITY	CALL LETTERS	HOURS
BELLEVILLE	WIBV	20
CHICAGO	WLS	35
CLINTON	WHOW	57
EFFINGHAM	WCRA	28
JOLIET	WJOL	24
LA GRANGE	WTAQ	28
PARIS	WPRS	20
PITTSFIELD	WBBA	42
SPARTA	WHCO	20

INDIANA

CITY	CALL LETTERS	HOURS
BEDFORD	WBIW	24
FORT WAYNE	WANE	30
SALEM	WSLM	62

IOWA

DAVENPORT	KSTT	50
DES MOINES	KIOA	23
MASON CITY	KRIB	20
OELWEIN	KOEL	22
WATERLOO	KXEL	30

KANSAS

LEAVENWORTH	KCLO	61
OTTAWA	KOFO	27
WICHITA	KWBB	27

KENTUCKY

ASHLAND	WTCR	47
BARDSTOWN	WBRT	36
BENTON	WCBL	30
BOWLING GREEN	WKCT	23
CAMPBELLSVILLE	WTCO	42
CENTRAL CITY	WMTA	20
	WNES	20
COLUMBIA	WAIN	41
CORBIN	WCTT	22
CUMBERLAND	WCPM	31
DANVILLE	WHIR	30
FRANKFORT	WFKY	21
FULTON	WFUL	22
GLASGOW	WKAY	27
HARLAN	WHLN	22
LEBANON	WLBN	22
	WLEX	30
LONDON	WFTG	60
LOUISVILLE	WKLO	80
MOREHEAD	WMOR	24
NEWPORT	WNOP	24
PIKEVILLE	WLSI	37
PINEVILLE	WMLF	32
RUSSELLVILLE	WRUS	26
SOMERSET	WSFC	68
WHITESBURG	WTCW	50
WINCHESTER	WWKY	20

LOUISIANA

ABBEVILLE	KROF	27
ALEXANDRIA	KDBS	35
	KSYL	25
COVINGTON	WARB	49
DE RIDDER	KDLA	38
FERRIDAY	KFNV	42
GOLDEN MEADOW	KLFT	41
HAMMOND	WFPR	28
HOUMA	KCIL	31
LEESVILLE	KLLA	35
NATCHITOCHES	KNOC	21
NEW IBERIA	KVIM	30
OAKDALE	KREH	35
RUSTON	KRUS	25
SHREVEPORT	KCIJ	60
SULPHUR	KSUL	36
WINNFIELD	KVCL	24

MARYLAND

ANNAPOLIS	WASL	24
BALTIMORE	WBMD	36
FREDERICK	WFMD	22
HAVRE DE GRACE	WASA	30
LEONARDTOWN	WKIK	24

MICHIGAN

FREMONT	WBFC	20
ISHPEMING	WJPO	23

MINNESOTA

ALEXANDRIA	KXRA	20
CLOQUET	WKLK	25
CROOKSTON	KROX	70
NEW ULM	KNUJ	70
OWATONNA	KRFO	27
THIEF RIVER FALLS	KTRF	20
WADENA	KWAD	30

MISSISSIPPI

CITY	CALL LETTERS	HOURS
AMORY	WAMY	37
BILOXI	WDEB	24
	WVMI	28
BOONEVILLE	WBIP	32
BROOKHAVEN	WCHJ	35
CANTON	WDOB	30
CLEVELAND	WCLD	27
CORINTH	WCMA	47
GRENADA	WNAG	24
GULFPORT	WDEB	24
HATTIESBURG	WBKH	30
	WFOR	25
HOUSTON	WCPC	36
LAUREL	WLAU	23
LOUISVILLE	WLSM	30
PHILADELPHIA	WHOC	21
PICAYUNE	WRJW	24
VICKSBURG	WVIM	24

MISSOURI

CHARLESTON	KCHR	21
INDEPENDENCE	KIMO	50
KENNETT	KBOA	30
MALDEN	KTCB	23
NEOSHO	KBTN	42
ST. JOSEPH	KRES	25
ST. LOUIS	WEW	83
SPRINGFIELD	KWTO	28
THAYER	KALM	27
UNION	KLPW	40
WARRENTON	KWRE	22
WEST PLAINS	KWPM	20

NEW JERSEY

NEWARK	WAAT	30

NEW MEXICO

ALAMOGORDO	KALG	30
ALBUQUERQUE	KQUE	64
FARMINGTON	KVBC	24
HOBBS	WHOB	20
	KWEW	25
LOVINGTON	KLEA	40
ROSWELL	KBIM	22
	KGFL	37

NEW YORK

NEW YORK	WWRL	26
NIAGARA FALLS	WHLD	20
	WJJL	20

NORTH CAROLINA

ALBEMARLE	WABZ	20
ASHEVILLE	WSKY	24
BEAUFORT	WBMA	20
BELMONT	WCGC	20
BREVARD	WPNE	22
BURLINGTON	WFNS	30
ELKIN	WIFM	26
FAIRMONT	WFMO	21
FUQUAY SPRINGS	WFVG	41
GOLDSBORO	WFMC	21
GREENSBORO	WGBG	30
GREENVILLE	WGTC	22
HENDERSON	WHNC	44
	WHVH	29
KINSTON	WELS	20
LEAKSVILLE	WLOE	23
LUMBERTON	WAGR	22
MARION	WBRM	21
MORGANTON	WMNC	20
MOUNT AIRY	WPAQ	23
NEW BERN	WOOW	35
N. WILKESBORO	WKBC	37
RALEIGH	WMSN	47
REIDSVILLE	WREV	20
ROXBORO	WRXO	21
SALISBURY	WSAT	30
SMITHFIELD	WMPM	42
SPRUCE PINE	WTOE	31
STATESVILLE	WSIC	20
TABOR CITY	WTAB	24
THOMASVILLE	WTNC	24
TRYON	WTYN	28
WALLACE	WLSE	20
WASHINGTON	WHED	24
WAYNESVILLE	WHCC	24

NORTH DAKOTA

CITY	CALL LETTERS	HOURS
BISMARCK	KFYR	20
DICKINSON	KDIX	24
FARGO	KFGO	20
HETTINGER	KNDC	22
MINOT	KCJB	44

OHIO

CHILLICOTHE	WCHI	30
DAYTON	WAVI	26
	WONE	24
TOLEDO	WOHO	24
WASHINGTON C. H.	WCHO	25

OKLAHOMA

ALVA	KALV	26
CHICKASHA	KWCO	33
HUGO	KIHN	30
MIAMI	KGLC	28
MUSKOGEE	KMUS	20
OKLAHOMA CITY	KOMA	25
PRYOR	KOLS	36

OREGON

ASHLAND	KWIN	20
FOREST GROVE	KRWC	20
MEDFORD	KMED	21
NEWPORT	KNPT	28
ONTARIO	KSRV	22
TILLAMOOK	KTIL	20

PENNSYLVANIA

BEAVER FALLS	WBVP	26
HOMESTEAD	WAMO	48
LEBANON	WLBR	25
MEXICO	WJUN	20

SOUTH CAROLINA

BISHOPVILLE	WAGS	27
CHARLESTON	WQSN	30
	WTMA	25
GREENVILLE	WQOK	27
GREENWOOD	WGSW	30
GREER	WCKI	27
MULLINS	WJAY	27
NEWBERRY	WKDK	20
ROCK HILL	WRHI	23
SPARTANBURG	WJAN	24
	WORD	25

TENNESSEE

CHATTANOOGA	WAPO	45
	WDXB	50
COLUMBIA	WKRM	23
COOKEVILLE	WHUB	25
COVINGTON	WKBL	25
CROSSVILLE	WAEW	30
FRANKLIN	WAGG	25
GALLATIN	WHIN	54
JACKSON	WDXI	24
KNOXVILLE	WIVK	52
	WNOX	22
LEBANON	WCOR	24
LEXINGTON	WDXL	28
McMINNVILLE	WMMT	26
MEMPHIS	KWEM	40
	WHHM	30
MORRISTOWN	WCRK	24
MURFREESBORO	WGNS	48
NASHVILLE	WLAC	22
	WSM	61
NEWPORT	WLIK	23
PARIS	WTPR	28
RIPLEY	WTRB	40
ROGERSVILLE	WRGS	23
SEVIERVILLE	WSEV	36
SPRINGFIELD	WDBL	25
SWEETWATER	WDEH	24

TEXAS

BAYTOWN	KRCT	54
BEAUMONT	KTRM	52
BONHAM	KFYN	28
BRECKENRIDGE	KSTB	24
BRENHAM	KWHI	21
BROWNFIELD	KTFY	20
CAMERON	KMIL	23

"WAMO"

PACKS A PROVEN SALES PUNCH IN

PITTSBURGH, Pa.

CARL STUART
1:30-6:00 P.M.

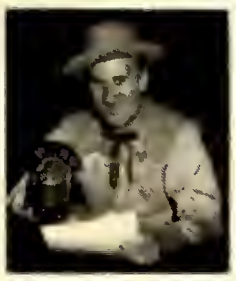
AMERICA'S 8th MARKET

TUNES TO WAMO FOR

COUNTRY & WESTERN Personalities

who specialize in selling your product to their loyal listeners

ABBIE NEAL
7:00-9:30 A.M.



SLIM BRYANT
12:30-1:30 P.M.

WRITE, WIRE, PHONE FOR AVAILABILITIES

WAMO

105 E. 7th Ave., Pgh., Pa.
(Homestead P.O.)

National Rep. Forjoe & Co.

CITY	CALL LETTERS	HOURS
CARTHAGE	KGAS	20
CENTER	KDET	20
CLEVELAND	KVLB	23
COLEMAN	KSTA	24
CROCKETT	KBYY	21
DUMAS	KDDD	28
EASTLAND	KERC	22
EL CAMPO	KULP	29
FLOYDADA	KFLD	23
FORT WORTH	KCNC	12
	KCUL	44
	KCUL	44
FREEPORT	KBRZ	24
GLADEWATER	KSIJ	38
HAMILTON	KCLW	27
HILLSBORO	KHBR	24
KERRVILLE	KERV	30
LAREDO	XEDF	37
LUBBOCK	KDAV	54
	KSEL	21
LUFKIN	KTRE	22
McCAMEY	KCMR	21
MEXIA	KBUS	10
MIDLAND	KJBC	12
MINERAL WELLS	KORC	20
NEW BRAUNFELS	KGNB	25
PAMPA	KPAT	37
	KPDN	21
PECOS	KHUN	28
PLEASANTON	KBOP	32
SAN ANGELO	KPEP	46
	KTXL	24
SAN ANTONIO	KISS (fm)	32
	KMAC	23
	KONO	33
SULPHUR SPRINGS	KSST	32
TAYLOR	KTAE	50
TEMPLE	KTEM	27
TERRELL	KTER	35
UVALDE	KVOU	33
VICTORIA	KNAL	31
UTAH		
SALT LAKE CITY	KSL	25
	KSOP	98
VIRGINIA		
BRISTOL	WFHG	47
CREWE	WSVS	20
MARTINSVILLE	WMVA	22
MT. JACKSON	WSIG	25
NARROWS	WNRV	25
NORFOLK	WCMS	82
NORTON	WNVA	29
PULASKI	WPUV	35
RICHMOND	WRVA	39
	WXGI	79
SOUTH HILL	WJWS	30
WASHINGTON		
COLFAX	KCLX	24
GRAND COULEE	KFDR	26
LONGVIEW	KBAM	50
SPOKANE	KSPO	32
VANCOUVER	KVAN	115
WEST VIRGINIA		
BECKLEY	WJLS	21
BLUEFIELD	WHIS	24
CHARLESTON	WTIP	42
CLARKSBURG	WPDX	24
FAIRMONT	WTCS	48
KEYSER	WKYR	27
OAK HILL	WOAY	20
ST. ALBANS	WKLC	25
WELCH	WELC	23
WISCONSIN		
EAU CLAIRE	WRFW	28
MILWAUKEE	WFOX	24
	WMIL	44
RICE LAKE	WJMC	20
WAUSAU	WOSA	21
WISCONSIN RAPIDS	WFHR	24

NO. 1

NETWORK BUY in

Country Music Stations

DISCOUNT PACKAGE RATES AVAILABLE
For Any Combination or All 3

In Washington, D. C.
WARL
5232 Lee Highway, Arlington, Va.
Kenmore 6-9000

In Norfolk, Virginia
WCMS
Plume & Granby Street
Madison 5-0525

In Kansas City, Kansas
KCKN
P.O. Box No. 165 • Fairfax 1-3200

NEW YORK REPRESENTATIVE:
Chas. Bernard & Co. • Circle 6-7242

KPQ-WENATCHEE, WASH.-IN THE AGRICULTURAL HEART OF THE PACIFIC NORTHWEST

KPQ SERVES 20,000 RADIO FARM HOMES

This is farm country, and Jack Jett, our KPQ farm news editor, not only gives the news farmers want to hear, HE GETS OUT WHERE THAT NEWS IS BEING MADE. Jett gathers his farm material from 70 government and private sources, plus countless other local sources. A typical farm show includes local livestock, poultry, potato, field crop, apple and grain markets—along with weather, selected national farm news, AND LOTS OF LOCAL ITEMS. For example, by actual count, from October 14 to November 14, 1956, a total of 497 local farm stories were released over KPQ by Jack Jett. That's 80 local farm news stories to every one carried by the local daily newspaper, and 40 to 1 for every farm story aired by all other radio stations in this area combined. THAT'S DOWN-TO-EARTH FARM REPORTING.

Scripts or tapes of Jett's farm shows for your auditioning on request.

JACK JETT

A native of Wenatchee, with a background of orchard, wheat, and cattle, ranch work; U of Wash. School of Journalism; formerly full-time ag editor for Wenatchee *World*; has contributed farm articles to AP, UP, INS, *Spokesman-Review*, *Seattle P-I*, *Seattle Times*, and well-known farm publications; member, Wash. State Horticultural Assn., Cattlemen's Assn., Crop Improvement Assn., Wheat Growers Assn., Nat'l Assn. Radio & TV Farm Directors, American Newspaper Editors & Reporters Guild.

TWO FARM SHOWS DAILY:
5:25 AM to 7 AM
12:30 PM to 1 PM

National Representatives:
FORJOE & CO., INC.

Seattle & Portland Representatives:
ART MOORE & ASSOCIATES

National Sales:
PAT O'HALLORAN
NOrmandy 3-5121 (Wenatchee)

KPQ

5000 WATTS
560 KC
(ABC-NBC Affiliate)

farm

symbol

* Indicates member of Nat'l Assoc. Radio and TV Farm Directors

• Farm radio continues strong in both the U.S. and Canada with 77% of total respondents to the 1957 Buyers' Guide questionnaires scheduling specific programs each week beamed to the rural audience. This compared with 76% in 1956, 70% in 1955 and 64% in 1954.

Of the 2072 stations scheduling farm features regularly, 601 or 29% program more than five hours per week in this category. These stations, listed below, offer a wide variety of other programing, of course, and appear in other directories in the Buyers' Guide as well. For example, 18% of this category program 10 hours or more per week of concert or classical music. 19% in the group schedule 20 hours or more per week of country & western music. It must be remembered that many stations offering fewer than five hours per week of farm programing and, therefore, not listed here, are extremely important in rural appeal and enjoy a great following.

ALABAMA

CITY	CALL LETTERS
Albertville	WAVU*
Alexander City	WRFS
Anniston	WSPC
Dothan	WDIG
Flomaton	WTCB
Foley	WHEP
Gadsden	WETO
	WGAD
Geneva	WGEA
Greenville	WGYV
Guntersville	WGSV
Haleyville	WJBB
Hamilton	WERH
Huntsville	WHBS
Montgomery	WAPX
	WBAM*
Oneonta	WCRL
Opp	WAMI
Thomasville	WJDB

ARIZONA

Mesa	KTYL

ARKANSAS

Arkadelphia	KVRC
Blytheville	KLCN
Crossett	KAGH
Harrison	KHOZ
Helena	KFFA
Jonesboro	KBTM
Little Rock	KARK*
	KLRA*
	KTHS*
Monticello	KHBM
Morrilton	KVOM
Mountain Home	KTLO
Osceola	KOSE
Paragould	KDRS
Pine Bluff	KOTN
Pocahontas	KPOC
Siloam Springs	KUOA
Springdale	KBRS
Stuttgart	KWAK
Texarkana	KCMC*

CALIFORNIA

Arcata	KENL
Bakersfield	KPMC
Calexico	KICO
Chico	KXOC*
Corona	KBUC
El Centro	KXO
Fresno	KFRE*
	KMJ
Hanford	KNGS
Los Angeles	KFI
Marysville	KMYC
Napa	KVON
Petaluma	KAFP
Porterville	KTIP
Red Bluff	KBLF
Redding	KVCV
Sacramento	KCRA
	KFBK*
Salinas	KSBW
San Luis Obispo	KATY
Santa Maria	KCOY
Watsonville	KHUB

COLORADO

Canton City	KRLN
Denver	KOA*
Fort Morgan	KFTM
Greeley	KFKA*
Lamar	KLMR
Monte Vista	KSLV
Montrose	KUBC
Sterling	KGEK
	KLOR

CONNECTICUT

Bridgeport	WICC
Hartford	WTIC*

DELAWARE

Dover	WDOV
Georgetown	WJWL

DISTRICT OF COLUMBIA

Washington	WTOP

FLORIDA

Chipley	WBGC
Lake City	WDSR
Ocala	WTMC
Quincy	WCNH
Tallahassee	WMEN
West Palm Beach	WIRK

GEORGIA

Atlanta	WAKE
	WSB
Bainbridge	WMGR
Baxley	WHAB
Cairo	WGRA*
Dalton	WBLJ
	WRCD
Fitzgerald	WBHB
Gainesville	WGGA
Hawkinsville	WCEH
Monroe	WMRE*
Rome	WRGA
Sylvania	WSYL
Thomson	WTWA

IDAHO

Caldwell	KCID
Grangeville	KORT
Lewiston	KOZE
Moscow	KRPL
Nampa	KFXD
Pocatello	KSEI
Rexburg	KRXK
Twin Falls	KLIX

ILLINOIS

Carbondale	WCIL
Charleston	WEIC
Chicago	WLS*
Decatur	WDZ*
De Kalb	WLBK*
Effingham	WCRA
Fairfield	WFIW
Galesburg	WGIL
Jacksonville	WLDS
Kankakee	WKAN
La Salle	WLPO
Lincoln	WPRC
Litchfield	WSMI
Mattoon	WLBH*
Metropolis	WMOK
Mt. Carmel	WVMC
Mt. Vernon	WMIX*
Paris	WPRS
Peoria	WIRL
	WMBD*
	WPEO
Robinson	WTAY
Salem	WJBD
Springfield	WTAX
Sterling	WSDR
Streator	WIZZ

INDIANA

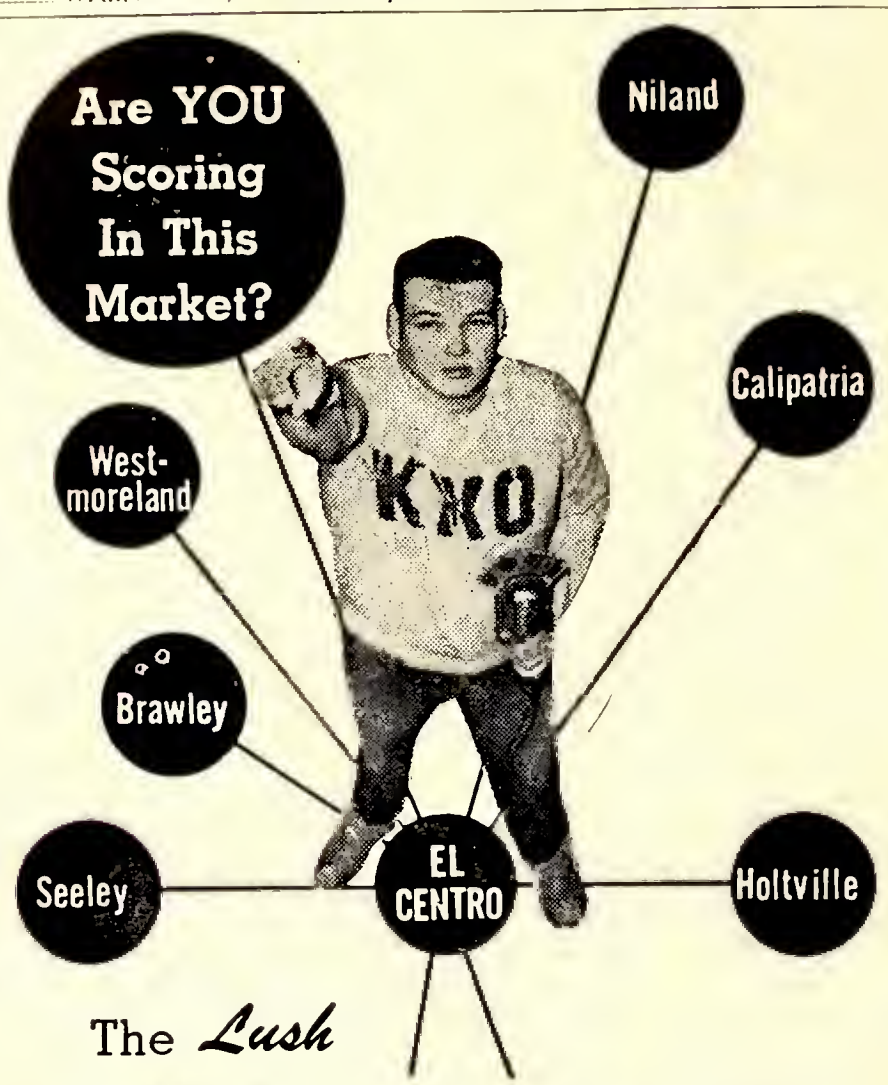
CITY	CALL LETTERS
Elkhart	WTRC
Evansville	WEOA
	WGBF*
	WJPS*
Ft. Wayne	WOWO*
Frankfort	WILO
Gary	WWCA
Goshen	WKAM
Indianapolis	WIBC*
Jasper	WITZ
Kokomo	WIOU*
La Porte	WLOI
Logansport	WSAL
Marion	WMRI
Michigan City	WIMS
New Castle	WCTW (fm)
Peru	WARU
Salem	WSLM*
Warsaw	WRSW
Washington	WAMW

IOWA

Atlantic	KJAN
Burlington	KBUR
Carroll	KCIM
Cedar Rapids	WMT*
Centerville	KCOG
Clinton	KROS*
Creston	KSIB
Davenport	KSTT*
Des Moines	KIOA*
	KWDM
	WHO*
Dubuque	KDTH*
Fairfield	KFAD
Fort Dodge	KVED
Iowa City	KXIC
Marshalltown	KFJB
Newton	KCOB
Oelwein	KOEL
Ottumwa	KLEE*
Shenandoah	KMA*
Sioux City	KMNS
Spencer	KICD
Storm Lake	KAYL
Waterloo	KXEL*

KANSAS

Arkansas City	KSOK
Coffeyville	KGGF
Colby	KXXX*
Concordia	KNCK
Dodge City	KGNO*
Great Bend	KVGB
Junction City	KJCK
Lawrence	KLWN
Liberal	KSCB
Pittsburg	KOAM
Pratt	KWSK
Salina	KSAL
Topeka	WIBW*
Wichita	KFBI*
	KFH



The *Lush*

IMPERIAL VALLEY

Let the KXO team score points for your product or service in this profit-rich Southern California area. More listeners than all other local stations combined.

Calexico

Serving the Nation's 6th farm county. . . . .

"Grower's Journal" 12:30-1:00 PM daily
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Imperial Valley's only regular and consistent farm programs.

DIAL KXO 1230 EL CENTRO

KENTUCKY

Benton	WCBL*
Bowling Green	WKCT
	WLBJ
Campbellsville	WTCO*
Central City	WMTA
Covington	WZIP
Danville	WHIR
Henderson	WSON
Hopkinsville	WHOP
	WKOA
Lebanon	WLBN
Lexington	WLAP
	WLEX
	WVLK
Madisonville	WFMW
Maysville	WFTM*
Princeton	WPKY
Richmond	WEKY
Russellville	WRUS
Winchester	WWKY*

LOUISIANA

Alexandria	KALB
Lafayette	KVOL
New Orleans	WNOE
	WTPS
	WWL*
Shreveport	KCIJ
	KWKH*
Tallulah	KTLD

MAINE

Bangor	WABI
	WLBZ
Houlton	WABM
Presque Isle	WAGM
Rockland	WRKD

MARYLAND

Baltimore	WBAL
Cambridge	WCEM
Frederick	WFMD*
Hagerstown	WJEJ
Salisbury	WBOC
Westminster	WTTR

MASSACHUSETTS

Boston	WBZ*
Great Barrington	WSBS
Greenfield	WHAI*
Springfield	WBZA
	WJKO
Ware	WARE

MICHIGAN

Adrian	WABJ*
Ann Arbor	WPAG
Bay City	WBCM
Benton Harbor	WHFB*
Coldwater	WTVB
Detroit	CKLW
Escanaba	WDBC
Flint	WKMF
Fremont	WBFC
Houghton Lake	WHGR
Ionia	WION
Kalamazoo	WKZO
Manistee	WMTE
Monroe	WMIC
Mt. Pleasant	WCEN
Muskegon	WMUS
Saginaw	WSAM
	WSGW
Sturgis	WSTR

MINNESOTA

Albert Lea	KATE
Austin	KAUS
Crookston	KROX
Detroit Lakes	KDLM
Faribault	KDHL*
Hutchinson	KDUZ
Little Falls	KLTF
Mankato	KTOE
	KYSM
Minneapolis-St. Paul	WCCO*

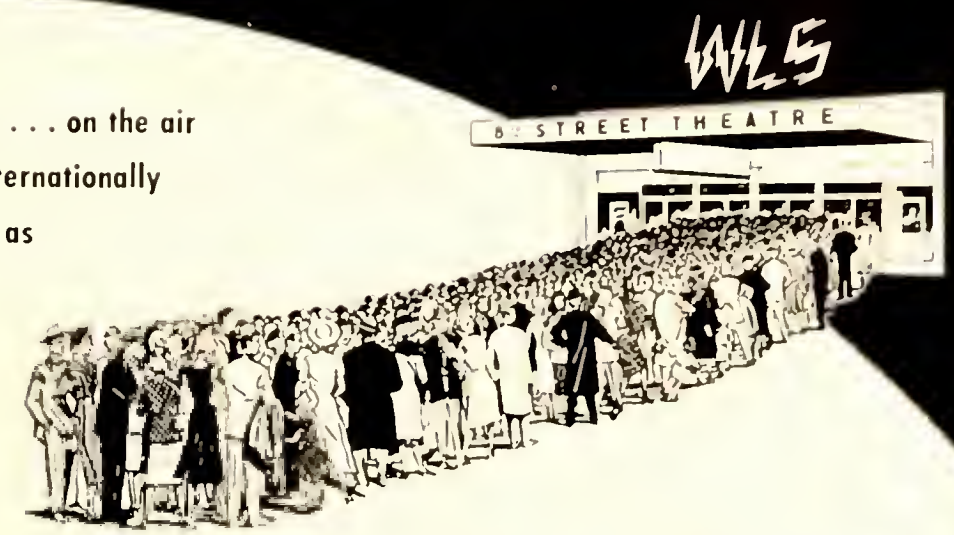
(cont.)

THE BIGGEST DRAWING CARD OF ALL...

WLS NATIONAL BARN DANCE

America's longest-lived radio show! . . . on the air every Saturday night since 1924! Internationally famous "alma mater" of such stars as

★ GEORGE GOBEL
★ GENE AUTRY
★ REX ALLEN
★ HOOSIER HOTSHOTS
★ MAX TERHUNE
★ SMILEY BURNETTE
★ PAT BUTTRAM
★ "RED" FOLEY



Proof of "PULLING POWER"

over 2,588,989 people* (67,292 in 1956 alone) have *paid* to see the Saturday night broadcasts of WLS National Barn Dance!

featuring the following currently popular favorites

Lulu Belle and Scotty

Homer and Jethro

Dolph Hewitt

The Wilson Sisters

The Buccaneers

Bob Atcher

The Arkansas Woodchopper

Donald "Red" Blanchard

**Primarily from the WLS 1-state listening area, but also from all 48 states, Canada and many foreign countries.*

A Clear Channel Station

WLS CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • REPRESENTED BY JOHN BLAIR & CO.

radio station representatives *(CONTINUED)*

INTERSTATE UNITED NEWSPAPERS INC.
New York 17—545 Fifth Ave.
Tel: Murray Hill 2-5452
Chicago 4—25 E. Jackson Blvd.
Tel: Webster 9-7260
Detroit—110 E. Hancock
Los Angeles—6608 Selma Ave.
San Francisco—55 New Montgomery St.

KATZ AGENCY, INC., THE
New York 22—477 Madison Ave.
Tel: Plaza 9 4460
Chicago 1—Prudential Plaza
Tel: Mohawk 4-7150
Atlanta 3—1321 Fulton Bank Bldg.
Tel: Jackson 5 1637
Dallas 1—2006 Bryan St.
Tel: Riverside 1-4036
Detroit 26—3166 Penobscot Bldg
Tel: Woodward 3-8420
Kansas City 6—Bryant Bldg.
Tel: Victor 2-7095
Los Angeles 5—3325 Wilshire Blvd.
Tel: Dunkirk 5-6284
San Francisco 4—
Russ Bldg. Rm. 1823
Tel: Douglas 2 7628

KELLER, ROBERT S., INC.
New York 14—72 Barrow St.
Tel: Watkins 4-6599
Chicago 1—228 N. LaSalle St.
Tel: State 2-5096

KIRBY, NONA, CO.
Boston 16—507 Statler Office Bldg.
Tel: Hubbard 2-6117

LDWRANCE, BOMAR & ASSOC.
Atlanta—770 Spring St., N.W.
Tel: Trinity 6-3726
Charlotte—1026 South Blvd.
Tel: Franklin 6-6581
Dallas—1102 Fidelity Union Bldg.
Tel: Randolph 8206

McOERMDTT, ANOY
Toronto—10 Adelaide St., E.
Tel: Empire 6-8945
Montreal—1543 Crescent St.
Tel: Belaire 7042

McGILLVRA, JOSEPH HERSHEY
New York 17—366 Madison Ave.
Tel: Murray Hill 2-8755
Chicago 1—185 N. Wabash Ave.
Tel: State 2-5282
Boston—419 Boylston St.
Tel: Commonwealth 6-0718
Los Angeles 5—
612 S. Serrano Ave.
Tel: Dunkirk 4-7352
San Francisco 5—605 Market St.
Tel: Yukon 2-3954
Bedford, Ind.—
P. O. Box 127, Heltonville Rd.
Tel: Bedford 9194

MEOIA REPRESENTATIVES, INC.
New York 22—120 E. 56 St.
Tel: Murray Hill 8-4777

MEEKER COMPANY, INC., THE
New York 17—521 Fifth Avenue
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Chicago 11—333 N. Michigan Ave.
Tel: Central 6-1742
Lancaster, Pa.—8 W. King St.
Tel: Lancaster 5521
San Francisco 4—928 Russ Bldg.
Tel: Yukon 6-4940
Los Angeles 28—6381 Hollywood Blvd.
Tel: Hollywood 2-2351

MOORE, ART, & ASSOCIATES
Seattle 1—519 Jones Bldg.
Tel: Mutual 3377
Portland 4-617 Cascade Bldg.
Tel: Capitol 8-7284

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Tel: Empire 8-6554
Montreal—1543 Crescent Street
Tel: University 6-8105

NBC SPOT SALES
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Tel: Circle 7-8300
Chicago 54—Merchandise Mart
Tel: Superior 7-8300
Detroit 26—1165 Penobscot Bldg.
Tel: Woodward 1-1610
San Francisco 2—
Taylor & O'Farrell St.
Tel: Graystone 4-8700
Los Angeles 27—Sunset and Vine Sts.
Tel: Hollywood 9-6161

***BOMAR LAWRENCE & ASSOCIATES**
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Charlotte—1026 South Blvd.
Tel: Franklin 6-6581
Dallas—Fidelity Union Bldg.
Tel: Randolph 8206

NATIONAL BROADCAST SALES
Toronto—88 Richmond St., W.
Tel: Empire 6-3718-9
Montreal—106 Medical Arts Bldg.
Tel: University 6-1538

NATIONAL TIME SALES
New York 17—370 Lexington Ave.
Tel: Murray Hill 5-1300
Chicago 1—Contact New York Office

Los Angeles 5—Harlan G. Oakes,
672 S. Lafayette Park Place
Tel: Dunkirk 2-3200
San Francisco 3—Harlan G. Oakes,
110 Sutter St.
Tel: Sutter 1-7971

DAKES, HARLAN G., & ASSOCIATES
San Francisco 4—110 Sutter St.
Tel: Sutter 1-7971
New York 17—370 Lexington Ave.
Tel: Murray Hill 5-1300
Los Angeles 5—672 S. Lafayette Park Place
Tel: Dunkirk 2-3200
San Antonio—P.O. Box 8194

O'CONNELL, RICHARD
New York 22—
Rm. 515, 527 Madison Ave.
Tel: Plaza 5-9751
Los Angeles 28—6381 Hollywood Blvd.
Tel: Hollywood 2-2351
San Francisco 8—260 Kearney St.
Tel: Exbrook 2-6444
Chicago—Contact New York office

PACIFIC NORTHWEST BROADCASTERS
Portland—P. O. Box 5886
Tel: Evergreen 1-6558
New York 17—347 Madison Ave.
Tel: Murray Hill 3-5830
Chicago 1—360 N. Michigan Ave.
Tel: Andover 3-5771
Kansas City—
1012 Baltimore St., Rm. 806-807
Tel: Victory 0021
Hollywood 28—6381 Hollywood Blvd.
Tel: Hollywood 2-2351
San Francisco 8—260 Kearney St.
Tel: Exbrook 2-6444
Spokane 8—Symons Bldg.
Tel: Madison 1218
Butte—P. O. Box 1956
Tel: 2-2344

PAN-AMERICAN BROADCASTING
New York—370 Lexington Ave.
Tel: Murray Hill 5-1300
Los Angeles 5—Harlan G. Oakes & Associates, 672 S. Lafayette Park Pl.
Tel: Dunkirk 2-3200
San Francisco 4—
Harland G. Oakes, 110 Sutter St.
Sutter St.
Tel: Sutter 1-7971

PEARSON, JOHN E., CDMPANY
New York 22—444 Madison Ave.
Tel: Plaza 1-3366
Chicago 1—333 N. Michigan Ave.
Tel: State 2-7494
Dallas—506 Fidelity Union Life Bldg.
Tel: Riverside 7-3723
Atlanta—508 Glenn Bldg.
Tel: Jackson 5-2912
Minneapolis 2—Northwestern Bank Bldg.
Tel: Federal 8-5689 and 5680
Los Angeles—3242 W. 8th St.
Tel: Dunkirk 5-5084
San Francisco—58 Sutter St.
Tel: Douglas 2-7159

PERRY, JOHN H., ASSOCIATES
New York 18—Suite 502,
19 W. 44th St.
Tel: Murray Hill 7-5047
Chicago—224 S. Michigan Ave.
Tel: Harrison 7-4008
Detroit 2—7-268 General Motors Bldg.
Tel: Trinity 5-1803
Atlanta—411 Glenn Bldg.
Tel: Murray 8-3988
Philadelphia 7—12 S. 12th St.
Tel: Walnut 2-3555
Beverly Hills—Lee F. O'Connell,
111 N. La Cienega Blvd.
Tel: Olympia 2-1313
San Francisco—Wm. A. Ayres,
233 Sansome St.
Tel: Yukon 6-2981

PETERS, GRIFFIN, WOODWARD
New York 17—250 Park Ave.
Tel: Yukon 6-7900
Chicago 1—Prudential Plaza
Tel: Franklin 2-6373
Detroit 26—2768 Penobscot Bldg.
Tel: Woodward 1-4255
Atlanta 3—Glenn Bldg.
Tel: Murray 8-5667
Fort Worth 2—406 W. 7th St.
Tel: Edison 6-3349
Hollywood 28—1750 N. Vine St.
Tel: Hollywood 9-1688
San Francisco 4—Russ Bldg.
Tel: Sutter 1-3798

PETRY, EDWARD & COMPANY
New York 22—3 E. 54 St.
Tel: Murray Hill 8-0200
Chicago 11—400 N. Michigan Ave.
Tel: Whitehall 4-0011
Detroit 26—546 Griswold St.
Tel: Woodward 3-0125
St. Louis 1—915 Olive St.
Tel: Chestnut 1-7191
San Francisco 4—Russ Bldg.
Tel: Yukon 2-3631
Los Angeles 14—530 W. 6th St.
Tel: Tucker 3171
Atlanta 3—101 Marietta St. Bldg.
Tel: Lamar 8861

PREFERRED NEGRO MARKETS
New York 36—580 Fifth Ave.
Tel: Judson 6-3100

RADIO AND TELEVISION SALES
Toronto—A. A. McDermott,
10 Adelaide St., E.
Tel: Empire 6-8944
Montreal—1543 Crescent St.
Tel: Belaire 7042

RADIO REPRESENTATIVES, LTD.
Toronto—76 St. Clair Ave., West
Tel: Wa 4-0727
Montreal—908 Dominion Square Bldg.
Tel: University 6-8058
Winnipeg—Lindsay Bldg.
Tel: 9-6374
Vancouver—804 Hornby St.
Tel: Mutual 3-6131

RADIO-TV PROMOTION SYNDICATE
New York 16—245 Fifth Ave.
Tel: Murray Hill 5-0588

RADIO-TV REPRESENTATIVES
New York 17—7 E. 47 St.
Tel: Murray Hill 8-4340
Chicago 1—75 E. Wacker Drive
Tel: Financial 6-0982
Beverly Hills—Lee O'Connell,
111 N. La Cienega Blvd.
Tel: Oleander 5-7597
San Francisco 4—Wm. Ayres,
233 Sansome St.
Tel: Yukon 6-2982
Atlanta
Tel: Walnut 3-872

RAMBEAU, WILLIAM G., CDMPANY INC.
New York 17—347 Madison Ave.
Tel: Murray Hill 6-5940
Chicago 1—185 N. Wabash Ave.
Tel: Andover 3-5566
Minneapolis 2—530 Roanoke Bldg.
Tel: Federal 8-7017
Hollywood 28—1350 N. Highland Ave.
Tel: Hollywood 4-6017
San Francisco 4—927 Mills Bldg.
Tel: Exbrook 2-4073

RAYMER, PAUL H., COMPANY
New York 22—444 Madison Ave.
Tel: Plaza 9-5570
Chicago 11—435 N. Michigan Ave.
Tel: Superior 7-4473
Detroit 26—2949 Penobscot Bldg.
Tel: Woodward 3-0764
Atlanta 3—Glenn Bldg.
Tel: Alpine 6508
San Francisco 4—2613 Russ Bldg.
Tel: Douglas 2-8909
Hollywood 28—1680 Vine St.
Tel: Hollywood 2-2376
Dallas 1—1006 Mercantile Securities Bldg.
Tel: Riverside 1-5663

RENAUD, OMER & CO.
Montreal—1411 Stanley St.
Tel: Belaire 9541
Toronto—199 Bay Street
Tel: Empire 4-1197

ROLLINS BROADCASTING CDMPANY
New York 36—Graeme Zimmer,
565 Fifth Ave.
Tel: Eldorado 5-1515-6-7

ROSENMAN, ALEX
New York 17—347 Madison Ave.
Tel: Murray Hill 3-7340
Chicago 1—192 N. Clark St.
Tel: Financial 6-5450

SEARS & AYER, INC.
Chicago 11—612 N. Michigan Ave.
Tel: Superior 7-8177
New York—33 W. 42nd St.
Tel: Bryant 9-1374
San Francisco 3—110 Sutter St.
Tel: Yukon 6-4112
Los Angeles—1741 Ivar Ave.
Tel: Hollywood 4-2856

SIMMONS ASSOCIATES, INC.
New York 22—509 Madison Ave.
Tel: Murray Hill 8-2821
Chicago 1—333 N. Michigan Ave.
Tel: Dearborn 2-2375

STARS NATIONAL, INC.
New York 17—400 Madison Ave.
Tel: Plaza 8-0555
Chicago 1—35 E. Wacker Drive
Tel: Central 6-2135
Atlanta—P.O. Box 1598
Tel: Drake 3-2134
Los Angeles 28—6381 Hollywood Blvd.
Tel: Hollywood 2-2351
San Francisco 8—260 Kearney St.
Tel: Exbrook 2-6444

STEPHENS & TOWNDROW, LTD.
Toronto—4 Albert Street
Tel: Empire 6-4221
Montreal—1439 St. Catherine St. W.
Tel: University 6-5295

STORECAST CORPORATION OF AMERICA
New York 36—11 W. 42nd St.
Tel: Longacre 5-7715
Hartford 3—252 Asylum St.
Tel: Jackson 2-1105
Philadelphia 30—1811 Callowhill St.
Tel: Locust 7-7609
Chicago 1—230 N. Michigan Ave.
Tel: Central 6-5080
Jersey City 6—100 Larch Ave.
Tel: Oldfield 6-1505

STORER BROADCASTING COMPANY
New York 22—118 E. 57th St.
Tel: Murrayhill 8 8630
Miami Beach 54—
1177 Kane Concourse
Tel: Union 6-0211
Chicago 1—230 N. Michigan Ave.
Tel: Franklin 2-6498
San Francisco—111 Sutter St.
Tel: Sutter 1-8689

STOVIN, HORACE N., & COMPANY
Toronto—406 Jarvis St.
Tel: Walnut 4-5768
Montreal—608 Keefer Bldg.
Tel: University 6-6291
Winnipeg—211 Portage Ave.
Tel: 925-097
Vancouver—615 W. Pender St.
Tel: Tatlow 4831

UNITED BROADCASTING COMPANY
New York 17—40 E. 51 St.
Tel: Plaza 5-9145
Atlanta 3—502 Mortgage Guarantee Bldg.
Tel: Jackson 5-7841
Chicago—75 E. Wacker Drive
Tel: Randolph 6-5464

VENARD, RENTDUL & McCONNELL, INC.
New York 17—579 Fifth Ave.
Tel: Murray Hill 8-1088
Chicago 1—35 E. Wacker Dr.
Tel: State 2-5260
Los Angeles—2978 Wilshire Blvd.
Tel: Dunkirk 8-4151
San Francisco—Mills Bldg.
Tel: Garfield 1-7950

WALKER REPRESENTATION CDMPANY, INC., THE
New York 17—347 Madison Ave.
Tel: Murray Hill 3-5830
Chicago—360 N. Michigan Ave.
Tel: Andover 3-5771
Los Angeles 5—672 S. Lafayette Park Place
Tel: Dunkirk 2-3200
San Francisco 4—110 Sutter St.
Tel: Sutter 1-7971
Atlanta 3—1223-A Mortgage Guarantee Bldg.
Tel: Alpine 5084
Boston—100 Boylston St.
Tel: Hubbard 2-4370

WEBB, GRANT, & COMPANY
New York 22—509 Madison Ave.
Tel: Murray Hill 8-7550
Chicago 2—69 W. Washington St.
Tel: State 2-3155
Detroit 26—1302 Cadillac Tower
Tel: Woodward 1-8290
San Francisco—155 Montgomery St.
Tel: Exbrook 2-6127
Beverly Hills—8622 Wilshire Blvd.
Tel: Oleander 5-8998

WEED & COMPANY
New York 17—579 Fifth Ave.
Tel: Plaza 9-4700
Chicago1—2110 Prudential Bldg.,
Prudential Plaza
Tel: Whitehall 4-3434, 4-3440
Detroit 26—1610 Book Bldg.
Tel: Woodward 1-2685
San Francisco 5—625 Market St.
Tel: Exbrook 7-0535
Hollywood 28—6331 Hollywood Blvd.
Tel: Hollywood 2-6676
Boston 16—Statler Bldg.
Tel: Hubbard 2-5677
Atlanta 3—Glenn Bldg.
Tel: Jackson 4-1604
Des Moines 9—Insurance Center Bldg.,
505 Fifth Ave.
Tel: Cherry 3-3930

YOUNG, ADAM INCORPORATED
New York 22—3 E. 54 St.
Tel: Plaza 1-4848
Chicago—Prudential Plaza
Tel: Michigan 2-6190
Hollywood 28—6331 Hollywood Blvd.
Tel: Hollywood 2-2289
St. Louis—1317 N. 11 St.
Tel: Main 1-5020
Boston 16—Nona Kirby,
Statler Office Bldg.
Tel: Hubbard 2-6117
San Francisco 5—593 Market St.
Tel: Yukon 6-6769

YOUNG, INTERNATIONAL, LTD.
New York 22—3 E. 54 St.
Tel: Plaza 5-1848
Chicago 2—Prudential Plaza
Tel: Michigan 2-6190
St. Louis 23—317 N. 11 St.
Tel: Main 1-5020
Los Angeles 28—6331 Hollywood Blvd.
Tel: Hollywood 9-0965
San Francisco 5—593 Market St.
Tel: Yukon 6-6769

TV REPRESENTATIVES—SEE PAGE 175

MINNESOTA (cont.)

CITY	CALL LETTERS
Owatonna	KRFO
Rochester	KROC*
St. Cloud	KFAM
Thief River Falls	KTRF
Wadena	KWAD
Willmar	KWLM
Winona	KWNO
Worthington	KWOA

MISSISSIPPI

Centerville	WGLC
Clarksdale	WROX
Cleveland	WCLD
Columbus	WCBI
Jackson	WJDX*
Starkville	WSSO

MISSOURI

Boonville	KWRT
Brookfield	KGHM*
Carthage	KDMO
Chillicothe	KCHI
Clinton	KDKD
Columbia	KFRU
Farmington	KREI
Fulton	KFAL
Hannibal	KHMO
Jefferson City	KLIK*
	KWOS
Joplin	KFSB
Kansas City	KCMO*
	WDAF*
Kirksville	KIRX
Marshall	KMMO*
Maryville	KNIM
Mountain Grove	KLRS
Nevada	KNEM
Rolla	KTTR
St. Joseph	KFEQ*
	KUSN
St. Louis	KMOX*
	KSTL
Sedalia	KDRO
Sikeston	KSIM
Springfield	KWTO*
Union	KLPW
Warrensburg	KOKO
Warrenton	KWRE
West Plains	KWPM

MONTANA

Billings	KGHL
Glendive	KXGN
Great Falls	KFBB*
	KMON
	KXLK
Havre	KOJM
Lewistown	KXLO
Libby	KLCB
Miles City	KATL
Missoula	KBTK*
Sidney	KGCX

NEBRASKA

Alliance	KCOW
Beatrice	KWBE
Chadron	KCSR
Grand Island	KMMJ*
Lexington	KRVN
McCook	KBRL
Norfolk	WJAG*
Omaha	KFAB*
	WOW*
Scottsbluff	KNEB
York	KAWL

NEVADA

Carson City	KPTL

NEW HAMPSHIRE

Keene	WKNE

NEW JERSEY

CITY	CALL LETTERS
Atlantic City	WMID
Bridgeton	WSNJ
Millville	WMLV
Newton	WNNJ
Vineland	WWBZ

NEW MEXICO

Artesia	KSVP
Lovington	KLEA
Portales	KENM
Roswell	KGFL
	KSWS

NEW YORK

Auburn	WMBO
Boonville	WBRV*
Buffalo	WKBW
Fulton	WOSC
Hornell	WLEA
	WWHG
Hudson	WHUC
Jamestown	WJTN*
Middletown	WALL
Potsdam	WPDM
Poughkeepsie	WEOK
Rochester	WHAM*
	WHFM (fm)
Schenectady	WGY*
Syracuse	WNDR
	WOLF
	WSYR
Troy	WTRY
Utica	WIBX*
Walton	WDLA
Watertown	WATN
Rural Radio Net	16 AM & 12 FM Stations

NORTH CAROLINA

Albemarle	WABZ
Asheville	WISE
	WLOS
Brevard	WPNF
Burlington	WBBB
Charlotte	WGIV
Durham	WTIK
Elkin	WIFM
Fayetteville	WFAI
	WFNC
Fuquay Srings	WFVG
Greensboro	WBIG
	WGBG
Greenville	WGTC
Henderson	WHNC
Hendersonville	WHKP
Hickory	WHKY
Kinston	WELS*
Lexington	WBUY
New Bern	WOOW
Raleigh	WKIX
	WPTF
Rockingham	WAYN
Rocky Mount	WCEC
	WEED
Rocksboro	WRXO
Salisbury	WSAT
Sanford	WWGP
Silver City	WNCA
Smithfield	WMPM
Statesville	WSIC
Wallace	WLSE
Wilmington	WMFD
Wilson	WGTM
	WVOT

NORTH DAKOTA

Bismarck	KFYR
Devils Lake	KDLR
Dickinson	KDIX
Fargo	KFGO
	WDAY*
Hettinger	KNDC
Valley City	KOVC
Williston	KEYZ

OHIO

CITY	CALL LETTERS
Chillicothe	WCHI
Cincinnati	WKRC
	WHK
Defiance	WONW
East Liverpool	WOHI
Hamilton	WMOH
Marietta	WMOA
Marion	WMRN*
Toledo	WOHO
Washington C.H.	WRFD
Worthington	WFRD*

OKLAHOMA

Guymon	KGYN
Hugo	KIHN
McAlester	KNED
Miami	KGLC
Muskogee	KBIX
	KMUS
Oklahoma City	KLPR
	KTOK
	WKY*
Ponca City	WBBZ
Shawnee	KGFF
Stillwater	KSPI
Tulsa	KVOO*
Woodward	KSIW

OREGON

Hillsboro	KRTV
Salem	KGAY
	KSLM
Tillamook	KTIL

PENNSYLVANIA

Altoona	WVAM
Bloomsburg	WHLM*
Carbondale	WCDL
Easton	WEEX*
Gettysburg	WGET
Homestead	WAMO
Lancaster	WLAN
Lansford	WLSH
Lewistown	WKVA
	WMRF
Mexico	WJUN
Philadelphia	WCAU*
Pittsburgh	KDKA*
	WAMO
Reading	WEEU
	WHUM
Red Lion	WGCB
Sayre	WATS
York	WNOW

SOUTH CAROLINA

Barnwell	WBAW
Bishopville	WAGS
Columbia	WCOS
Dillon	WDSC
Florence	WJMX
Greenville	WFBC*
Orangeburg	WTND
Rock Hill	WRHI
Seneca	WSNW
Spartanburg	WJAN

SOUTH DAKOTA

Aberdeen	KSDN
Huron	KIJV
Mitchell	KORN
Mobridge	KOLY
Rapid City	KOTA*
Sioux Falls	KELO
	KSOO*
Watertown	KWAT
Yankton	KYNT
	WNAX*

TENNESSEE

CITY	CALL LETTERS
Clarksville	WJZM
Columbia	WKRM
Cookeville	WHUB
Jackson	WJAK
Lexington	WDXL
Morristown	WCRK
Murfreesboro	WGNS
Nashville	WSM*
Paris	WTPR
Sevierville	WSEV
Sparta	WSMT

TEXAS

Amarillo	KGNC*
Breckenridge	KSTB
Brownsville	KBOR
Center	KDET*
Corpus Christi	KATR
	KRIS*
Corsicana	KAND
Dallas	KLIF
	WFAA*
Eastland	KERC
Falfurrias	KPSO
Gainesville	KGAF
Gonzales	KCTI
Greenville	KGVL
Harlingen	KGBT*
Houston	KPRC*
	KTRH*
Jacksonville	KEBE
Lubbock	KFYO*
	KSEL*
Lufkin	KTRE
McAllen	KRIO
Odessa	KOSA
Pampa	KPDN
Pecos	KIUN
Plainview	KVOP
Pleasanton	KBOP
Post	KRWS
San Antonio	KENS*
	KITE
	KONO*
	KTSA
	WOAI*
Sinton	KANN*
Sulphur Springs	KSST
Taylor	KTAE
Texarkana	KCMC*
Tulia	KTUE
Weslaco	KRGV*
Wichita Falls	KSYD

UTAH

Cedar City	KSUB
Salt Lake City	KALL
	KSL*
	KSOP

VERMONT

Burlington	WCAX
	WJOY
Rutland	WHWB
Waterbury	WDEV

VIRGINIA

Bedford	WBLT
Charlottesville	WCHV
Danville	WDVA*
Farmville	WFLO
Harrisonburg	WSVA*
Lynchburg	WLVA
	WWOD
Marion	WMEV
Orange	WJMA
Petersburg	WSSV
Richmond	WRVA*
Roanoke	WSLS*
Staunton	WTON
Wytherville	WYVE

WASHINGTON

CITY	CALL LETTERS
Grand Coulee	KFDR
Mount Vernon	KBRC
Spokane	KNEW*
Walla Walla	KUJ
Wenatchee	KPQ*
Yakima	KLOQ

WEST VIRGINIA

Keyser	WKYR
Martinsburg	WEPM

WISCONSIN

Appleton	WHBY
Ashland	WATW
Beloit	WBEL
Eau Claire	WBIZ
Green Bay	WBAY*
	WJPG*
Janesville	WCLO
La Crosse	WKTY
Madison	WISC
	WKOW*
Manitowoc	WWOC
Marinette	WMAM
Marshfield	WDLB
Milwaukee	WTMJ*
Neenah	WNAM
Park Falls	WPFP
Platteville	WSWW
Prairie Du Chien	WPRE
Rice Lake	WJMC
Richland Center	WRCO
Shawano	WTCH
Sparta	WCOW
Sturgeon Bay	WDOR
Waukesha	WAUX
Waupaca	WDUX
Wausau	WOSA
Wisconsin Rapids	WFHR

WYOMING

Newcastle	KASL
Torrington	KGOS*

PUERTO RICO

San Juan	WAPA

CANADA

Alberta

Camrose	CFCW
Edmonton	CHFA

British Columbia

Dawson Creek	CJDC
Prince George	CKPG
Vancouver	CKWX*

Ontario

Lindsay	CKLY
Ottawa	CFRA
Owen Sound	CFOS
Sarnia	CHOK
Windsor	CKLW
Wingham	CKNX*
Woodstock	CKOX

Quebec

Montmagny	CKBM
Ville-Marie	CKVM

Saskatchewan

Moose Jaw	CHAB
Regina	CKRM
Yorkton	CJGK

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the weekly magazine tv/radio advertisers use

foreign language

symbol

* indicates that station's Latin-American programing is d in separate section, page 97

• 307 Radio stations (11% of Buyers' Guide Respondents) reported programing for one or more foreign speaking segments in their communities. This compares with 410 respondents or 16% of the total in 1956 and 17% in 1955. A total of 57 languages are represented in this directory compared with 48 languages in 1956 and 38 in 1955.

LANGUAGE	NO. OF STNS. 1957	1956	LANGUAGE	NO. OF STNS. 1957	1956	LANGUAGE	NO. OF STNS. 1957	1956
POLISH	165	153	FINNISH	7	11	PENN DUTCH	2	1
ITALIAN	138	125	NORWEGIAN	7	6	ROUMANIAN	2	2
GERMAN	86	81	SLOVENIAN	7	4	SAMOAN	2	2
FRENCH	51	47	ARMENIAN	6	3	SWISS	2	1
GREEK	37	44	CHINESE	6	7	UTE	2	
UKRAINIAN	31	30	IRISH	6	7	APACHE	1	
HUNGARIAN	29	26	NAVAJO	6	..	BASQUE	1	1
PORTUGUESE	26	28	YUGOSLAVIAN	5	5	BELGIAN	1	1
JEWISH	25	22	SERBIAN	4	....	CHAMORRA	1	1
SPANISH	24	39	SYRIAN	4	5	DANISH	1	1
JAPANESE	19	18	ALBANIAN	3	3	ESTONIAN	1	
CZECH	17	15	HEBREW	3	1	HAWAIIAN	1	2
LITHUANIAN	17	17	INDIAN	3	....	HINDUSTAN	1	
SCANDINAVIAN	16	12	LATVIAN	3	1	HOPI	1	1
SLAVIC	15	14	RUSSIAN	3	2	MACEDONIAN	1	1
DUTCH	13	7	SERBO-CROATIAN	3	9	MALTESE	1	1
PHILIPPINE	13	11	ARABIC	2	2	TAGALOG	1	1
SWEDISH	8	11	BOHEMIAN	2	5	THLINGOT	1	1
CROATIAN	7	....	KOREAN	2	2	ZUNI	1	.

CITY	CALL LETTERS	HOURS
ALABAMA		
Foley	WHEP	German 2
ARIZONA		
Flagstaff	KCLS	Navajo 10
Holbrook	KDJI*	Apache 2, Hopi 2, Navajo 2
Mesa	KTYL	Hebrew 2
Phoenix	KONI	Jewish 1
Tucson	KTUC	Polish ½
	KVOA*	Jewish 1
Winslow	KVNC*	Navajo 1
CALIFORNIA		
Berkeley	KRE	Italian 16, Portuguese 10
Fort Bragg	KDAC	Italian 1
Fresno	KGST*	Armenian 3, German 1, Italian 1, Japanese 2
Hanford	KNGS*	Italian 1, Portuguese 6
Lodi	KCVR*	Portuguese 1
Merced	KWIP	Italian 1, Portuguese 1
Modesto	KBEE*	Portuguese 8
	KMOD*	Italian 2, Portuguese 2
Monterey	KMBY*	Italian 1, Portuguese 1
Oakland	KROW	Italian 3
	KWBR*	Italian 6 Portuguese 8
Ontario	KOCS*	Italian 1
Pasadena	KALI*	German 2, Greek ½, Hungarian 1, Italian 4, Jewish 7, Lithuanian ½, Scandinavian 1
	KWKW*	Armenian ½, German 1, Hungarian ½, Italian 6
Sacramento	KROY	Portuguese 1
San Diego	XEAC*	Italian 2
	XERB	Armenian 2, Estonian 1, Japanese 2, Spanish 3
San Francisco	KSAN*	Greek 6,
San Jose	KLOK*	German ½, Italian 1, Japanese 6, Philippine 1, Polish ½, Portuguese 13, Scandinavian ½, Yugoslavian 1
San Rafael	KTIM	Portuguese 10
Santa Barbara	KIST*	Italian 3
	KTMS*	Italian 1
Santa Maria	KSMA	Spanish 1
Santa Monica	KDAY*	Armenian 1, German 1, Greek 1, Italian ½, Japanese 2, Jewish 3, Lithuanian ½, Spanish 23
Santa Rosa	KSRO	Italian 1
Stockton	KJOY*	Philippine 1
	KRAK*	Italian 2
	KSTN*	Philippine 1
COLORADO		
Denver	KFSC*	German ½, Irish ½, Italian ½, Japanese 1, Yugoslavian ½
Pueblo	KGHF*	Slovenian 2
CONNECTICUT		
Ansonia	WADS	Italian 2, Jewish 1, Polish 4
Bridgeport	WNAB	German ½, Hungarian 1, Italian 2, Polish 2, Spanish 2
Hartford	WHAY	Italian 21, Polish 7
	WKNB	Greek ½, Polish 7
New Haven	WELI	Jewish 1, Polish 3
New London	WNLC	Italian 2, Polish 1
Norwich	WICH	French 1, Italian 2, Polish 2
Putnam	WPCT	French 4, Polish 1
Waterbury	WATR	Italian 2, Polish 4
DELAWARE		
Wilmington	WTUX	Italian 1
DISTRICT OF COLUMBIA		
Washington	WARL*	Jewish 1
	WASH	Italian 2, Spanish 3
	WGAY	Greek ½
	WPIK	Greek 2
FLORIDA		
Miami	WMIE	Hungarian 2, Italian 4, Jewish 5, Lithuanian ½, Polish ½, Syrian ½
	WWPB	Greek ½, Italian 1, Polish ½, Spanish 13
Tampa	WALT	Spanish 18
	WEBK	Italian 5, Spanish 7
GEORGIA		
Atlanta	WYZE	Greek 1
Augusta	WGAC	Jewish 1

IDAHO

CITY	CALL LETTERS	HOURS
Boise	KBOI	Basque ½

ILLINOIS

CITY	CALL LETTERS	HOURS
Chicago	WEDC	Czech 6, Italian 6, Polish 4
	WGES	German 7, Italian 6, Polish 8
	WSBC	Bohemian 5, German 4, Greek 3, Italian 8, Jewish 4, Polish 5, Spanish 8, Ukrainian ½
East St. Louis	WTMV	German 10, Polish 5
Joliet	WJOL	Greek 1, Slavic 1, Yugoslavian 1
Moline	WQUA	Swedish ½
Oak Park	WOPA	German 3, Italian 4, Polish 65
Rockford	WROK	Italian ½, Swedish ½
Streator	WIZZ	Polish 5

INDIANA

CITY	CALL LETTERS	HOURS
Gary	WGRY*	Croatian 1, Polish 1, Roumanian ½
	WWCA	Polish 2, Serbian 1
Hammond	WJOB*	Croatian 1, Italian 1, Polish 4 Slavic 1, Ukrainian ½
La Porte	WLOI	Polish 1
Michigan City	WIMS	Polish 9, French ½
South Bend	WJVA	German ½, Hungarian ½, Italian 1, Polish 6
	WNDU	Polish 1
	WSBT	Hungarian 1, Polish 1

IOWA

CITY	CALL LETTERS	HOURS
Ames	KASI	Norwegian 6
Cedar Rapids	KCRG	Czech 3
Des Moines	KWDM*	German 2, Italian 2
Storm Lake	KAYL	German 1

KANSAS

CITY	CALL LETTERS	HOURS
Leavenworth	KCLO	Polish 3, Spanish 3

LOUISIANA

CITY	CALL LETTERS	HOURS
Abbeville	KROF	French 12
Crowley	KSIG	French 12
Eunice	KEUN	French 5
Golden Meadow	KLFT	French 13
Houma	KCIL	French 7
Lafayette	KVOL	French 3
Marksville	KAPB	French 6
New Iberia	KVIM	French 2
New Orleans	WJBW	Italian 2
Opelousas	KSLO	French 8
Sulphur	KSUL	French 1
Thibodaux	KTIB	French ½

MAINE

CITY	CALL LETTERS	HOURS
Augusta	WFAU	French 1
Biddeford	WIDE	French 8
Lewiston	WCOU	French 3
	WLAM	French 3
Presque Isle	WAGM	French ¼
Rockland	WRKD	Finish 1
South Paris	WKTQ	Finish ½
Waterville	WTVL	French ¼

MARYLAND

CITY	CALL LETTERS	HOURS
Annapolis	WANN	Polish 3
	WASL	German 1
Baltimore	WBMD	German 1, Greek 1, Italian 3, Jewish 1, Lithuanian ½, Polish 1

MASSACHUSETTS

CITY	CALL LETTERS	HOURS
Boston	WBMS	Greek ½, Italian 14, Jewish 1, Lithuanian 1
	WBOS	Albanian ½, Armenian ½, French 1, German 1, Greek 7, Hebrew ½, Irish 5, Italian 34, Jewish 3, Latvian ½, Polish 3, Portuguese 1, Syrian 3
	WMEX	Italian 3
Brockton	WBET	Lithuanian ½
Chicopee	WACE	French 1, Polish 9
Fall River	WALE	French 1, Polish 4, Portuguese 5
	WSAR	French 1, Polish 1, Portuguese 4
Fitchburg	WFGM	Finish ½
Framingham	WKOX	Italian 2
Gardner	WGAW	French ½
Greenfield	WHAI	Polish 2
Haverhill	WHAV	Arabic 1, Italian 1
Lynn	WLYN	Greek 2, Italian 2
Medford	WHIL	Greek ½, Italian 1, Jewish ½, Lithuanian 1, Polish 1, Portuguese 1
New Bedford	WBSM	French 1, Polish 1, Portuguese 2
	WNBH	French 1, Portuguese 3
North Adams	WMNB	Italian 1, Polish 2
Northampton	WHMP	Polish 3
Pittsfield	WBEC	Italian 1
	WBRK	Polish 2
Salem	WESX	Polish 2
Southbridge	WESO	French 1, Greek ½, Polish 1
Springfield	WHYN	Polish 2
	WJKO	Arabic ½, French ½, Greek 3, Hebrew ½, Italian 4, Polish 4
Taunton	WPEP	Polish 1, Portuguese 1
Ware	WARE	French 6, Polish 6
Worcester	WAAB	Albanian ½, Irish ½, Swedish 1
	WORC	French 1, Greek ½, Italian 1, Polish 1, Scandinavian 1

MICHIGAN

CITY	CALL LETTERS	HOURS
Ann Arbor	WPAG	Czech ½, Polish 4, Serbian ½
Cheboygan	WCBY	Polish 1
Detroit	WJLB*	Armenian ½, German 5, Greek 3, Hungarian 1, Italian 6, Jewish 3, Lithuanian 1, Maltese ¼, Polish 30, Roumanian ½, Syrian 1, Ukrainian 1
Flint	WBBC	Polish 2
Grand Rapids	WGRD	Polish 7
	WMAX*	Polish 1
Ishpeming	WJPO	Finnish 2
Jackson	WIBM	Polish 3
Marine City	WDOG	Polish 1
Midland	WMDN	French 1, Polish 6
Monroe	WMIC	Greek 1, Hungarian 1
Pontiac	WPON*	Polish 1, Ukrainian 1
Saginaw	WSGW*	Polish 1

MINNESOTA

CITY	CALL LETTERS	HOURS
Bemidji	KBUN	Indian ¼
Cloquet	WKLK	French 2, Polish 2
Crookston	KROX	Norwegian 1
Duluth-Superior	WDSM	Finnish 1
Fergus Falls	KGDE	Norwegian ½
Hutchinson	KDUZ	German ½
Mankato	KTOE	Polish 11
Minneapolis-St. Paul	WISK	Scandinavian 1
St. Cloud	WFAM	Polish 1
Virginia	WHLB	Finnish 3
Willmar	KWLM	Scandinavain ½
Winona	KWNO	Polish 1

MISSISSIPPI

CITY	CALL LETTERS	HOURS
Biloxi	WLOX	French ½

MISSOURI

CITY	CALL LETTERS	HOURS
Kansas City	KPRS	Spanish 1
St. Louis	KSTL	German ½, Slavic 2
	WEW	Italian ½

MONTANA

CITY	CALL LETTERS	HOURS
Anaconda	KANA	Hawaiian ¼, Italian ¼, Slovenian ¼, Swedish ¼
Glasgow	KLTZ	Norwegian ½
Sidney	KGCX	Norwegian ½

NEBRASKA

CITY	CALL LETTERS	HOURS
Columbus	KJSK	Bohemian 8, German 2, Polish 1
Lincoln	KLMS	Polish 9

NEW HAMPSHIRE

CITY	CALL LETTERS	HOURS
Berlin	WMOU	French 1
Manchester	WFEA	French 2
	WGIR	French 2
	WKBR	French 11, Greek 1, Polish 1
Rochester	WWNH	French 2, Polish 1

NEW JERSEY

CITY	CALL LETTERS	HOURS
Atlantic City	WFPG	Italian 1, Polish ½
	WMID	Jewish 1
Camden	WCAM	Italian 2
	WKDN*	German ½, Greek 1, Polish 7
Millville	WMLV	Polish ½
New Brunswick	WTCT	Hungarian 2, Polish 2
Trenton	WBUD	Hungarian 3, Polish 10
	WTNJ	Hungarian 2, Italian 1, Ukrainian ½
	WTTM	Hungarian 1, Italian ½
Vineland	WWBZ	Italian 2
Wildwood	WCMC	Italian ½

NEW MEXICO

CITY	CALL LETTERS	HOURS
Farmington	KVBC	Navajo 6
	KGAK	Navajo 13,

NEW YORK

CITY	CALL LETTERS	HOURS
Albany	WABY	German 1, Polish 2
	WOKO	Italian ½
	WPTR	Polish 1
Amsterdam	WCSS	Italian 1, Lithuanian 1, Polish 21, Ukrainian 1
Auburn	WMBO	Polish 1
Binghamton	WKOP	Italian ½, Polish and Slavic 6
	WNBF	Polish ½
Boonville	WBRV	Polish 3
Buffalo	WBNY	Polish 1
	WKBW	Italian 1, Polish 11
	WWOL	German 1, Greek ½, Italian 8, Polish 11
Dunkirk	WFCB	German 1, Polish 5
Fulton	WOSC	Italian 1, Polish 1
Glens Falls	WWSC	Italian 1
Gloversville	WENT	Italian 2
Jamestown	WJOC	Italian 2, Swedish 2
	WJTN	Swedish 3
Kenmore	WXRA	German 1, Hungarian 1, Polish 6
Kingston	WKNY	Polish ½
Little Falls	WLFH	Polish 2
Middletown	WALL	Polish 2
New Rochelle	WNRC	French 3, Polish 2
New York City	WBNX	French 1, Hungarian 2, Italian 12, Polish 2, Spanish 35
	WEVD	German 1, Italian 1, Jewish 50, Spanish 5
	WHOM*	German 12, Italian 17, Latvian ½, Polish 15, Russian 5, Ukrainian 1
	WLIB*	Greek 3, Jewish 7, Polish 8
	WOV	Italian 63
	WWRL	Czech 2, German 11, Greek 2, Polish 1, Russian 2, Spanish 88, Syrian 1
Niagara Falls	WHLD	Italian 8, Polish 8, Serbo-Croatian ½, Ukrainian 8
Peekskill	WLNA	Italian 1
Plattsburg	WIRY	French ½
Rochester	WBBF	Italian ½
	WRNY	Italian 2
	WSAY	German 1, Italian 2, Jewish 2, Polish ½, Ukrainian 1
	WVET	Italian 4
Schenectady	WSNY	Italian 3, Polish 4
Syracuse	WHEN	Ukrainian ½
	WNDR	Polish 1
Utica	WGAT	Polish 3
	WIBX	Italian 1, Polish 5
	WRUN	Italian 10, Polish 6

NORTH DAKOTA

CITY	CALL LETTERS	HOURS
Dickinson	KDIX	German ½
Fargo	KFGO	Scandinavian 2
Jamestown	KEYJ	German ½
Minot	KLPM	Norwegian ½

OHIO

CITY	CALL LETTERS	HOURS
Akron	WADC	Hungarian ½, Italian ½
Ashland	WATG	Italian ½
Ashtabula	WICA	Italian 1, Polish 3
Bellaire	WTRX	German ½, Greek ½, Italian 1, Polish 1
Cleveland	WDOK	Czech 2, Hungarian 2, Italian ½, Polish 2, Slavic ½, Slovenian 2, Ukrainian ½
	WJMO	German 1, Italian 2, Jewish 1, Polish 4, Serbo-Croatian 1
	WJW	German 1, Polish 1
Dayton	WONE	Hungarian ½
Painesville	WPVL	Italian ½, Scandinavian ½
Steubenville	WSTV	Italian 2
Toledo	WSPD	Hungarian 1
	WTOD*	Czech ½, German 1, Polish 1
Warren	WHHH	Greek 1

PENNSYLVANIA

CITY	CALL LETTERS	HOURS
Allentown	WAEB	
	WHOL	German ½
	WKAP	Italian ½
Altoona	WRTA	Polish 1
	WVAM	Italian ½
Beaver Falls	WBVP	Croatian ½, Italian ½, Ukrainian 3
Carbondale	WCDL	Irish ½, Polish 6
Charleroi	WESA	Italian 2, Hungarian ½, Polish ½
Chester	WDRF	Polish 1
Connellsville	WCVI	Polish 1, Slovenian ½
Du Bois	WCED	Polish 1
Erie	WJET	German 1
	WLEU	Polish 2
Homestead	WAMO	Croatian 1, German 1, Greek 7, Hungarian 1, Italian 7, Jewish 1, Lithuanian 1, Polish 7, Slavic 1
Johnstown	WARD	Polish 1
Lancaster	WLAN	Spanish ½
Lansford	WLSH	Polish 3
McKeesport	WEDO	Greek 2, Italian ½, Polish 1, Serbian ½, Ukrainian ½
Nanticoke	WHWL	Polish 4
Philadelphia	WDAS	Spanish 10
	WHAT	Irish ½, Spanish ½
	WJMJ	Greek 2, Irish 7, Italian 25, Polish 8
	WTEL	Albanian ½, German 9, Greek 1, Hungarian ½, Latvian ½, Lithuanian 2, Polish 8, Slavic ½, Spanish 6, Ukrainian 2
Pittsburgh	WLOA	Croatian ½, German ½, Hungarian ½, Lithuanian ½, Slavic ½, Slovenian 1
	WPIT	Italian 1, Lithuanian ½, Polish ¼, Ukrainian 1
Pittston	WPTS	Italian 7, Lithuanian ½, Polish 7
Pottsville	WPPA	Polish 1
Reading	WEEU	Penn. German (Dutch) 1
	WHUM	Greek ½
St. Marys	WKBI	Polish 1
Uniontown	WMBS	Italian 1, Polish ½, Slavic ½
Wilkes-Barre	WBRE	Italian 5, Polish 2
	WILK	Lithuanian ½, Polish ½, Ukrainian ¼

RHODE ISLAND

CITY	CALL LETTERS	HOURS
Newport	WADK	Portuguese 3
Pawtucket	WPAW	French 5, Italian 8, Polish 3
Providence	WRIB	Italian 20, Jewish 1, Portuguese 5
Westerly	WERI	Italian 1
West Warwick	WWRI	French 1, Portuguese 2, Swedish ½

SOUTH DAKOTA

CITY	CALL LETTERS	HOURS
Huron	KIJV	German 1
Yankton	WMAX	Swedish ½

TEXAS

CITY	CALL LETTERS	HOURS
Dallas	KSKY	Czech 1
Gonzales	KCTI*	Polish 10
Hillsboro	KHBR	Czech 7
Killeen	KLEN	Spanish 3
New Braunfels	KGNB*	German 20
Rosenberg	KFRD*	Czech 8, German ½
Seguin	KWED*	German 6
Temple	KTEM	Czech 3, Polish 1

UTAH

CITY	CALL LETTERS	HOURS
Salt Lake City	KSL	Dutch ½

VERMONT

CITY	CALL LETTERS	HOURS
Brattleboro	WTSA	Polish 1
Rutland	WHWB	Italian 1, Polish 2

WASHINGTON

CITY	CALL LETTERS	HOURS
Kirkland	KNBX	Japanese ½, Swedish 1
Port Angeles	KONP	Scandinavian ½
Seattle	KIRO	Italian 1
	KTW	Japanese ½
Spokane	KNEW	Italian ½, Scandinavian ½

WEST VIRGINIA

CITY	CALL LETTERS	HOURS
Weirton	WEIR	Greek 1, Italian 2
Wheeling	WHLL	Polish 1
	WKWK	Greek 1, Polish 1

WISCONSIN

CITY	CALL LETTERS	HOURS
Beloit	WBEL	Scandinavian 2
Menomonie	WMNE	German ½, Scandinavian ½
Milwaukee	WEMP	German 1, Italian 1
	WFOX	German 3, Polish 6, Swiss 1
	WMIL	Croatian 1, German 1, Greek 1, Hungarian 1, Italian 1, Polish ½, Serbian 1, Slovenian 1, Yugoslavian 1
Monroe	WEKZ	Swiss 3
Neenah	WNAM	Polish 1
Racine	WRAC	Spanish 1
	WRJN	Danish 3, German ½, Hungarian 2, Polish 7, Serbo-Croatian ½
Shawano	WTCH	German 2
Waukesha	WAUX	German 6, Polish 6
Wausau	WOSA	German 1

This is Spanish-language radio in Texas

Survey after survey gives conclusive proof of the impact of the Pinkerton-Pool Texas Spanish-language stations.* Advertisers using the stations are *Calumet, Carnation Milk, Fab, Kool-Aid, L & M, Pet Milk, Schlitz Beer, Tide, etc.* With 740,431 Mexican-Americans in the stations' coverage area, advertisers reach more people more often at less cost than via any other medium. Plus . . . a bonus of 197,000 Mexicans, many of whom shop in the U. S.

The Pulse, Rio Grande Valley, December 1956
Audience preference quarter-hours.

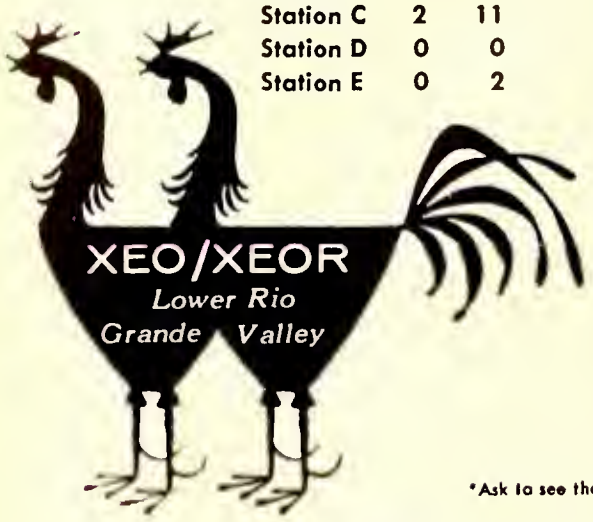
	First	Second
XEO/XEOR	58	14
Station B	14	43
Station C	2	11
Station D	0	0
Station E	0	2

The Pulse, San Antonio, August, 1956
Audience preference quarter-hours.

	First	Second
KIWW	24	23
Station B	24	6
Station C	4	17
Station D	0	1
Station E	0	0

The Pulse, Austin, October, 1956
Audience preference quarter-hours.

	First	Second
KTXN	48	0
Station B	0	26
Station C	0	20
Station D	0	13



*Ask to see them

Affiliates of the Texas Spanish Language Network and the National Spanish Language Network.

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We're proud of our brood...

Mighty proud! And for thirteen good reasons. Thirteen key stations in leading Southwestern Spanish-speaking markets giving advertisers the *most comprehensive coverage of the Mexican-American market.*

So complete, that in markets like Albuquerque, Phoenix, Tucson and Austin, the National Spanish Language Network gives the *only* Spanish-language coverage. And these are markets in which Spanish is overwhelmingly preferred by the Mexican-Americans.

The National Spanish Language Network reaching 2,500,000 Mexican-Americans, *is the only advertising sales medium tailored to cover this dollar-rich market.* And you get hard-hitting Spanish-language merchandising to back your on-the-air selling impact. Ask us to show you.

For further information contact your nearest "rep".

National Spanish Language Network

XEJ	— El Paso, Texas
XEO	— Brownsville, Texas
XEOR	— McAllen, Texas
KIWW	— San Antonio, Texas
KTXN	— Austin, Texas
KVOZ	— Laredo, Texas
KLVL	— Houston, Posadena, Texas
KALI	— Los Angeles, Pasadena, Calif.
XEAC	— San Diego, Calif.
XED	— Calexico, Calif.
KEVT	— Tucson, Arizona
KIFN	— Phoenix, Arizona
KABQ	— Albuquerque, N. M.

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latin-american

symbol

* indicates 100% Spanish programing.
Figures represent hours per week

• 126 radio stations (5% of the total of 1957 Buyers' Guide respondents) reported programing for the Spanish speaking Latin Americans in the Southwest and Far West.

This programing, either in Spanish or in English, directed to the Latin American audience, continues strongest in California where 58 stations devote their broadcast time to it, and in Texas where some 66 such stations are located. A number of stations in other parts of the United States also report this type of programing. The 1956 Buyers' Guide reported 57 stations in California and 61 in Texas.

While 5% of the stations listed below are Spanish language stations, this is not to be confused with the stations that program in the Spanish language out of New York for the Puerto Rican population segment of those in other states. Those appear in the Foreign Language section, page 93 in this book.

ARIZONA

CITY	CALL LETTERS	HOURS
Flagstaff	KVNA	4
Globe	KWBJ	4
Holbrook	KDJI	6
Kingman	KAAA	1
Nogales	KNOG	10
Phoenix	KIFN	70*
	KRIZ	2
Tueson	KEVT	85*
	KVOA	21
Winslow	KVNC	4
Yuma	KOLD	14
	KYMA	7

CALIFORNIA

Bakersfield	KGEE	9
	KMAP	25
	KPMC	7
Barstow	KWTC	9
Blythe	KYOR	6
Burbank	KBLA	11
Calexico	KICO	4
Corona	KBUC	14
Fresno	KGST	37
	KYNO	12
Hanford	KNGS	10
Lodi	KCVR	2
Los Angeles	KGFJ	3
	KMPC	1
	KPOP	17
	KRKD	21
Merced	KYOS	11
Modesto	KBEE	7
	KMOD	1
Monterey	KMBY	1
Needles	KSFE	1
Oakland	KWBR	6
Ontario	KOCS	3
Oxnard	KOXR	12
Pasadena	KALI	41
	KWKW	129
Pittsburg	KECC	3
Pomona	KWOW	6
Porterville	KTIP	1
Redlands	KCAL	7
Riverside	KPRO	3
Sacramento	KGMS	6
Salinas	KSBW	9
San Bernardino	KCSB	8
	KFXM	14
	KITO	8
	KRNO	12
San Diego	XEAC	24
San Francisco	KSAN	3
San Jose	KEEN	8
	KLOK	44
	KSJO	24
San Luis Obispo	KATY	½
Santa Ana	KWIZ	10
Santa Barbara	KIST	14
	KTMS	9
Santa Maria	KCOY	4
Santa Monica	KDAY	7
Santa Paula	KSPA	42
Stockton	KJOY	11
	KRAK	1
	KSTN	6
Ventura	KUDU	15
	KVEN	15
Visalia	KONG	6
Watsonville	KHUB	9
Yuba City	KAGR	1
	KUBA	18

COLORADO

Alamosa	KGIW	7
Denver	KFSC	40
Durango	KIUP	6
Greeley	KFKA	2
	KYOU	5
Pueblo	KCSJ	2
	KGHF	1
Rocky Ford	KRFC	5
Sterling	KGEK	3
	KLOR	2
Trinidad	KCRT	8

DISTRICT OF COLUMBIA

Washington	WARL	¼

IDAHO

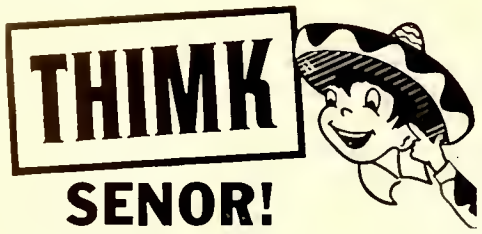
Nampa	KFXD	1

ILLINOIS

Aurora	WMRO	1
Chicago	WGES	1
Oak Park	WOPA	22

INDIANA

Gary	WGRY	7
Hammond	WJOB	½



SENOR!

Language professors verify the fact that no matter how many languages a person speaks, he THINKS in the language he first learned. In the Phoenix area, 85,000 English-and-Spanish-speaking Arizonans think in Spanish . . . and keep their radios tuned to KIFN, the station that broadcasts in Spanish.

So, senor—to tap this rich market ($20,000,000.00 in annual retail sales!) sell your product in the language they think in. . . .

SELL IN
SPANISH
OVER
Radio KIFN

—Central Arizona's ONLY full-time Spanish-language station! We translate your sales-message FREE. Production spots available.

NATIONAL TIME SALES
New York City
Chicago

HARLAN G. OAKES
San Francisco
Los Angeles
San Antonio

KIFN

860 Kilocycles • 1000 Watts
REACHING PHOENIX AND ALL OF CENTRAL ARIZONA

IOWA

CITY	CALL LETTERS	HOURS
Davenport	KSTT	1
Des Moines	KWDM	2
Fort Madison	KXGI	1

KANSAS

Topeka	KTOP	1

LOUISIANA

New Orleans	WJMR	½

MICHIGAN

Adrian	WABJ	1
Detroit	WJLB	1
Grand Rapids	WMAX	½
Ludington	WKLA	3
Pontiac	WPON	1
Saginaw	WSGW	2

NEBRASKA

Grand Island	KRGI	½
Scottsbluff	KNEB	3

NEW JERSEY

Camden	WKDN	6

NEW MEXICO

Albuquerque	KABQ	101*
	KGGM	6
	KQUE	12
Artesia	KSVP	6
Carlsbad	KPBM	3
Clovis	KCLV	3
Deming	KOTS	6
Hobbs	KWEW	2
Las Cruces	KOBE	18
Las Vegas	KFUN	14
Los Alamos	KRSN	¼
Lovington	KLEA	1
Roswell	KGFL	5
Santa Fe	KTRC	15
Silver City	KSIL	7
Tucumcari	KTNM	5

NEW YORK

New York	WHOM	75
	WLIB	8

NORTH DAKOTA

Grand Forks	KNOX	1

OHIO

Toledo	WTOD	½

OKLAHOMA

Ardmore	KVSO	½

★ONLY
KWKW
REACHES AND SELLS THE 573,000 SPANISH PEOPLE WHO LIVE IN METROPOLITAN LOS ANGELES

★THIS SINGLE CONCENTRATED GROUP SPENDS MORE THAN $1,300,000 PER DAY

★FOR THE LOWEST COST PER M— GREATEST EFFECTIVENESS . . . TELL 'EM & SELL 'EM IN SPANISH!

KWKW
PASADENA • LOS ANGELES
Spanish Language Station

L.A.—RYan 1-6744
S.F.—Broadcast Time Sales

Only COMPLETE coverage of 3,000,000 Latin-Americans on OUR side of the border.....

KCOR, San Antonio

KGBT, Rio Grande Valley

XELO, Juarez/El Paso

KWKW, Los Angeles

KLOK, San Jose/California

KCCT, Corpus Christi

XEDF, Nuevo Loredo/ Loredo, Texas

Por Favor Call

SOMBRERO NETWORK
111 Martinez St.
San Antonio, Texas
CApitol 4-8792

RICHARD O'CONNELL, INC.
Notianal Representatives
527 Modison Ave., New York 22
PLaza 5-9751
West Coast—Tracy Moore & Assoc.

TEXAS

CITY	CALL LETTERS	HOURS
Abilene	KRBC	3
	KWKC	¼
Alice	KBKI	25
Alpine	KVLF	14
Austin	KTXN	60
Ballinger	KRUN	3
Bay City	KIOX	4
Baytown	KREL	24
Beeville	KIBL	21
Big Spring	KTXC	6
Brady	KNEL	1
Brownfield	KTFY	21
Brownsville	KBOR	23
	XEO	126*
Cameron	KMIL	5
College Station	WTAW	7
Colorado City	KVMC	2
Corpus Christi	KATR	28
	KCCT	77*
	KUNO	123*
Eagle Pass	XEMU	98*
Edinburg	KURV	30
El Campo	KULP	7
El Paso	KEPO	28
	XEJ	126*
	XELO	84*
Falfurrias	KPSO	20
Floydada	KFLD	7
Fort Stockton	KFST	7
Fort Worth	KCUL	6
Galveston	KGBC	3
	KLUF	¼
Gonzales	KCTI	6
Harlingen	KGBT	42
Hereford	KPAN	5
Kenedy	KENN	14
Laredo	KVOZ	7
	XEAS	126*
	XEDF	102*
Lubbock	KLLL	10
McAllen	XEOR	126*
Midland	KJBC	6
Monahans	KVKM	7
New Braunfels	KGNB	12
Odessa	KECK	5
Pasadena	KLVL	105*
Pecos	KIUN	7
Plainview	KVOP	6
Pleasanton	KBOP	36
Post	KRWS	7
Rosenberg	KFRD	13
San Angelo	KTXL	9
	KWFR	4
San Antonio	KCOR	110*
	KEXX	91*
	KIWW	84*
San Marcos	KCNY	25
Saguin	KWED	12
Sinton	KANN	12
Snyder	KSNY	½
Sweetwater	KXOX	18
Taylor	KTAE	3
Tulia	KTUE	7
Uvalde	KVOU	18
Victoria	KNAL	11
	KVIC	14

UTAH

Ogden	KKOG	2
	KVOG	2

WASHINGTON

Yakima	KIT	½
	KLOQ	1

WYOMING

Cheyenne	KVWO	1
Rawlins	KRAL	1
Torrington	KGOS	1

The most powerful SPANISH voice on the continent—

150,000 watts on 800 KC

CLEAR CHANNEL

NOW—proved the No. 1 rated Spanish Voice in The El Paso trading area according to latest Belden Survey.—an area 65% Latin-American—with XELO success stories to back up the claim.

QUALITY — and power — in serving the *best* of national and regional advertisers

XELO

Juarez/El Paso, Texas

Represented Nationally by
RICHARD O'CONNELL, INC.

Regionally — Broadcast Services Inc. El Paso
West Coast—Tracey Moore & Assoc.

KSAN schedules more programming to the Negro audience.
(94% of all KSAN programming is directed to the Bay Area Negro audience.)

KSAN delivers its signal where the Negro listener lives, works and buys!
(Field strength surveys show 260,000 Negro listeners in the KSAN primary area.)

KSAN is the station the Negro listener welcomes into his home.
(Proven most popular year-after-year by Pulse Negro Audience Survey.)

3RD HIGHEST PER CAPITA INCOME NEGRO MKT. IN U.S.

OVER $1,000,000 A DAY SALES POTENTIAL

KSAN

Affiliated with **KSAN-TV**
1111 Market Street
San Francisco,
Calif.

Join these National and Regional Advertisers!

B.C. Remedy	Lincoln-Mercury	Budweiser
Carnation	R.C.A.	Pet Milk
Ford	Coca-Cola	Plymouth
ExLax	Chevrolet	Wrigley

and the many others who use KSAN!

MERCHANDISING?
Of Course!

REPRESENTED BY:
Stars National, Inc., East and South
Tracy Moore & Assoc., Inc., Pacific Coast
LEN CINNAMOND, *General Manager*

negro radio

symbol

* indicates 100% Negro programing. Figures represent hours per week

• 568 stations or 21% of those who filed questionnaires for the 1957 Buyers' Guide reported that they were programing at least a portion of their schedule for their local Negro audience. This is a drop of 8% from the total number of stations reporting this category in 1956. 38 states and the District of Columbia reported Negro programing in 1957 against the 42 states in this category in 1956 and 39 in 1955. Actually the number of stations 100 per cent devoted to Negro programing rose from 43 stations in 1956 to 47 stations this year. 42% of the stations reporting Negro programing also devote 10 or more hours per week to religious schedules. Negro programing covers a wide variety of interests, such as Negro news, sports, rhythm and blues music, community public service, to name a few.

ALABAMA

CITY	CALL LETTERS	HOURS
ALEXANDER CITY	WRFS	10
ANDALUSIA	WCTA	3
ANNISTON	WHMA	3
	WSPC	5
ATHENS	WJMW	3
AUBURN	WAUD	15
BESSEMER	WBCO	126*
BIRMINGHAM	WAPI	2
	WEDR	81*
	WJLD	132*
	WLOK	2
DECATUR	WAJF	18
	WHOS	3
	WMSL	5
DOTHAN	WDIG	9
	WOOF	7
EUFAULA	WULA	7
FAYETTE	WWWF	3
FLOMATON	WTCB	6
FLORENCE	WJOI	7
	WOWL	7
GADSDEN	WETO	10
	WGAD	7
GENEVA	WGEA	7
GREENVILLE	WGYV	7
HAMILTON	WERH	1
HOMEWOOD	WEZB	10
HUNTSVILLE	WBHP	1
	WFUN	6
MARION	WJAM	16
MOBILE	WKAB	12
	WMOZ	98*
MONROEVILLE	WMFC	6
MONTGOMERY	WAPX	3
	WCOV	9
	WRMA	87*
MUSCLE SHOALS	WLAY	3
OPELIKA	WJHO	5
OPP	WAMI	2
SCOTTSBORO	WCRI	4
SELMA	WGWC	20
	WHBB	5
SYLACAUGA	WFEB	3
	WMLS	6
TALLADEGA	WHTB	60
TALLASSEE	WTLS	6
THOMASVILLE	WJDB	6
TUSCALOOSA	WNPT	5
TUSCUMBIA	WVNA	6
WEST POINT	WRLD	8

ARIZONA

CITY	CALL LETTERS	HOURS
MESA	KTYL	4

ARKANSAS

CITY	CALL LETTERS	HOURS
ARKADELPHIA	KVRC	21
CROSSETT	KAGH	4
EL DORADO	KDMS	3
FAYETTEVILLE	KGRH	3
FORREST CITY	KXJK	6
FORT SMITH	KFPW	3
HELENA	KFFA	15
HOT SPRINGS	KBHS	1
	KBLO	2
	KWFC	6
JONESBORO	KBTM	½
LITTLE ROCK	KTHS	5
MAGNOLIA	KXLR	18
	KVMA	5
MALVERN	KBOK	3
McGEHEE	KVSA	6
NEWPORT	KVBY	5
PINE BLUFF	KCLA	10
	KOTN	18
TEXARKANA	KTFS	3
WARREN	KWRF	3

CALIFORNIA

CITY	CALL LETTERS	HOURS
BAKERSFIELD	KAFY	12
	KMAP	14
BERKELEY	KRE	8
BLYTHE	KYOR	4
BURBANK	KBLA	5
FRESNO	KGST	7
LODI	KCVR	½
LONG BEACH	WFOX	18
	KGER	9
LOS ANGELES	KGFJ	24
	KPOL	13
	KPOP	17
OAKLAND	KWBR	100
PITTSBURG	KECC	3
SACRAMENTO	KXOA	½
SAN BERNARDINO	KRNO	15
SAN DIEGO	XEAC	12
	XERB	12
SAN FRANCISCO	KSAN	125*
	KSFY	93*
SAN RAFAEL	KTIM	10
SANTA MONICA	KDAY	30
STOCKTON	KSTN	3
	KWG	½

Montgomery's No. 1

(says Hooper) is

WRMA

Serving 200,000 Negroes

Oct.-Nov. 1956 Hooper
Av. Share 7AM-6PM

WRMA 27.6%*

Second station 21.4%

**Signed off 4:45PM during survey*

Exclusive Market

WRMA is the only Negro station serving these primary counties in Central Alabama

Montgomery County, 43.6% Negro

Dallas County, 65.0% Negro

Macon County, 84.4% Negro

Lowndes County, 82.2% Negro

Producing results for these national advertisers

American Tobacco
William Wrigley Co.
Clorox Chemical Co.
Pet Milk
Reynolds Tobacco
Carnation Milk
Brown & Williamson Tobacco
Chesebrough Mfg. Company
General Foods
Monticello Drugs
Union Pharmaceutical Co.
Johnson & Johnson
Standard Brands

WRMA

Montgomery, Ala.

Judd Sparling, Commercial Manager
Joseph Hershey McGillvra, National Representatives

COLORADO

DENVER	KFSC	12
	KIMN	6
	KLIR	½
PUEBLO	KCSJ	1

CONNECTICUT

NORWALK	WNLK	1
STAMFORD	WSTC	2
WATERBURY	WATR	12
	WBRY	1

DELAWARE

WILMINGTON	WILM	14

DISTRICT OF COLUMBIA

WASHINGTON	WOL	6
	WOOK	168*
	WPIK	1
	WUST	84*
	WWDC	13

FLORIDA

ARCADIA	WAPG	3
CHIPLEY	WBGC	5
COCOA	WWKO	5
CORAL GABLES	WVCG	½
DAYTON BEACH	WROD	1
DE LAND	WJBS	2
DELRAY BEACH	WDBF	3
FERNANDINA BCH	WFBF	6
FORT LAUDERDALE	WFTL	20
FORT PIERCE	WARN	6
	WIRA	9
GAINESVILLE	WDVH	½
	WGGG	5
	WRUF	3
HOLLYWOOD	WGMA	6
JACKSONVILLE	WOBS	84*
	WRHC	50
KISSIMMEE	WRWB	1
LAKE CITY	WDSR	2
LAKELAND	WONN	3
LIVE OAK	WNER	4
MIAMI	WFEC	77*
	WGBS	½
	WMIE	19
	WWPB	18
MIAMI BEACH	WMBM	84*
MILTON	WEBY	2
NAPLES	WNOG	6
NEW SMYRNA BCH.	WSBB	6
OCALA	WMOP	7
	WTMC	3
ORLANDO	WABR	11
	WHOO	15
PALATKA	WWPF	9
PANAMA CITY	WPCF	2
PENSACOLA	WCOA	1
PERRY	WPRY	6
PLANT CITY	WPLA	1
QUINCY	WCNH	8
ST. AUGUSTINE	WSTN	5
SANFORD	WTRR	12
STUART	WTSU	2
TALLAHASSEE	WMEN	14
	WTNT	1
TAMPA	WDAE	½
	WEBK	7
	WIOK	84*
TARPON SPRINGS	WDCL	½
VERO BEACH	WNTM	4
W. PALM BEACH	WIRK	18
WINTER HAVEN	WSIR	2

HUNTER HANCOCK

THE NEGRO LISTENING HABIT IN SOUTHERN CALIFORNIA

NO. 1 RATING* FOR 5 YEARS

K·POP

LOS ANGELES

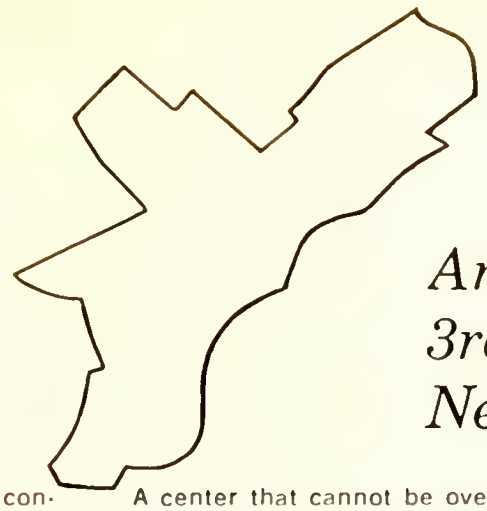
BROADCAST TIME SALES
New York - Chicago - Detroit - Dallas
FRANK KING CO.
San Francisco

*PULSE
NIELSEN
HOOPER

in Philadelphia

WDAS *serves*

THE VITAL CENTER



America's 3rd Largest Negro Market

A center composed of 600,000 brand-conscious Negro consumers with a spendable income of close to one-half billion dollars per year.

A center larger than 90% of all other American cities.

A center highly accessible to servicing and merchandising, with its focal point in the heart of Philadelphia.

A center which WDAS contacts more directly than any other advertising medium.

A center of people who believe in and respond to the advertisers who recognize and welcome them.

A center that cannot be overlooked or aimed at indirectly if adequate advertising coverage of Philadelphia is desired.

A center that contains Philadelphia's expanding and dynamic growth group:

From 1940 thru 1950, Philadelphia's White population increased by 0.8%.

Philadelphia's Negro population increased by 49.9%.

From 1940 thru 1950, Philadelphia's White home ownership increased by 57%.

Philadelphia's Negro home ownership increased by 340%.

High Negro birth rate during this current decade (1950-1960) assures another record breaking ten-year period. Twenty-one percent of Philadelphia's population is now Negro, and the percentage is growing.

The average annual increase for the six year period, 1950-56, for Philadelphia's Negro population has been 13,700 as compared with 12,500 during the preceding decade.

THE KEY TO THIS VITAL CENTER IS WDAS:

It is Philadelphia's first and only fully programmed Negro station.

It is the Philadelphia Negro Market's most powerful station.

It is Philadelphia's oldest Independent, with the most broadcast hours to Philadelphia Negro listeners, a pioneer among Negro broadcasters.

It has the largest on-the-air staff of Negro personalities.

It has completely new broadcast and transmission facilities.

It has Negro Market know-how.

It has Philadelphia's first and only full time Negro Merchandising Department.

It has available complete market studies and research data.

It does thorough market-wide promotion (billboards, newspapers, personal appearances, etc.)

It carries more accounts than any other station in the market.

It has wide programming variety.

It does continuing community service.

MORE NEGROES LISTEN TO WDAS THAN ANY OTHER STATION IN PHILADELPHIA, INDEPENDENT OR NETWORK*

*Pulse, Dec., 1956

WDAS sells the Vital Center for

Beechnut Gum
Bond Bread
Bromo Quinine
Camels
Carnation Milk
Carolina Rice
Coca Cola
Ex Lax
Ford
Gillette
Hires Beverages
Italian Swiss Colony
Jello
Kent Cigarettes
Lit Brothers
Lucky Strike
Margo Wines
Mrs. Filbert's Margarine
Mrs. Schlorer's Mayonnaise
Old Gold
Ortlieb's Beer
Pepsi Cola
Pet Milk
Pio Wine
Rem and Rel
Schmidt's Beer
Stanback
Sunbeam Bread
Tetley Tea
United Fruit
Vaseline
Wanamaker's
Wrigley Gum

When you buy Philadelphia, let WDAS insure your coverage with a low, low cost-per-thousand buy of the one out of five who make up the Vital Center

JOHN E. PEARSON CO.
National Representatives

WDAS
Belmont Ave. and Edgely Rd., Philadelphia 31, Pa.

PULSE
HOOPER and NIELSEN
prove WAOK . . . 1st
in the
ATLANTA NEGRO MARKET!

IN THE FULL 72 QUARTER HOUR PERIOD SURVEYED . . . .

WAOK LEADS ALL STATIONS IN NEGRO HOMES WITH 66 QUARTER HOURS (PLUS 3 TIES)

(Negro Pulse . . . Oct.-Nov. 1956)

Latest Hooper and Nielsen reports also show WAOK is the number 1 Negro programmed station

For availabilities call or write Forjoe & Co.

Remember: WAOK is Atlanta's only full time Negro programmed station.

WAOK

70 HOUSTON STREET, N.E.
ATLANTA 3, GEORGIA

GEORGIA

CITY	CALL LETTERS	HOURS
ADEL	WAAG	5
ALBANY	WJAZ	31
AMERICUS	WDEC	8
ATHENS	WRFC	12
ATLANTA	WAOK	149
	WERD	86*
AUGUSTA	WAUG	45
	WGAC	1
	WRDW	2
BAINBRIDGE	WMGR	7
BAXLEY	WHAB	7
BRUNSWICK	WMOG	6
CAIRO	WGRA	20
COLUMBUS	WCLS	91*
	WDAK	18
	WGBA	10
	WPNX	21
CORDELE	WMJM	5
CORNELIA	WCON	4
COVINGTON	WGFS	8
DOUGLAS	WDMG	3
DUBLIN	WMLT	8
FITZGERALD	WBHB	2
FORT VALLEY	WFPM	9
GAINESVILLE	WDUN	3
	WGGA	¼
GRIFFIN	WHIE	15
HAWKINSVILLE	WCEH	5
JESUP	WBGR	3
LA GRANGE	WLAG	6
	WTRP	6
MACON	WBML	46
	WIBB	32
	WMAZ	1
MADISON	WMGE	6
MILLEDGEVILLE	WMVG	1
MONROE	WMRE	16
NEWMAN	WCOH	2
PERRY	WBBN	7
QUITMAN	WSFB	9
ROME	WLAQ	14
SANDERSVILLE	WSNT	12
SAVANNAH	WCCP	12
	WJIV	42
	WSAV	x
SWAINSBORO	WJAT	3
SYLVANIA	WSYL	2
THOMASVILLE	WPAX	7
TIFTON	WWGS	5
TOCCOA	WLET	1
VALDOSTA	WGOV	12
WARNER ROBINS	WRPB	5
WAYCROSS	WACL	9
	WAYX	6
WAYNESBORO	WBRO	9
WINDER	WIMO	3

ILLINOIS

BELLEVILLE	WIBV	1
CAIRO	WKRO	1
CHICAGO	WAAF	17
	WGES	69
	WGN	1
	WSBC	20
EAST ST. LOUIS	WTMV	24
EVANSTON	WEAW	2
	WNMP	½
HARVEY	WBEE	98*
KEWANEE	WKEI	1
LA GRANGE	WTAQ	30
OAK PARK	WOPA	51
SPARTA	WHCO	3
URBANA	KWID	4

If you want
ALE

In
SHREVEPORT'S
Rich
NEGRO
Market

KANV
is THE station!
Get the PROOF!
It's yours for the asking

Write, call or wire the KANV Representative in your area—NOW!

KANV
1050 kc - 250 Watts - DAYTIME
the ONLY ALL NEGRO PROGRAM Station in
SHREVEPORT, LOUISIANA

INDIANA

CITY	CALL LETTERS	HOURS
GARY	WGRY	22
	WWCA	22
HAMMOND	WJOB	18
INDIANAPOLIS	WIBC	1
MICHIGAN CITY	WIMS	2
RICHMOND	WKBV	1
SOUTH BEND	WJVA	1
TERRE HAUTE	WOBW	½

IOWA

CITY	CALL LETTERS	HOURS
DES MOINES	KWDM	6
OTTUMWA	WBIZ	1
WATERLOO	KXEL	1

KANSAS

CITY	CALL LETTERS	HOURS
COFFEYVILLE	KGGF	½
CONCORDIA	KFRM	2
HUTCHINSON	KWHK	14
LAWRENCE	KLWN	2
TOPEKA	WREN	½
WICHITA	KANS	2

KENTUCKY

CITY	CALL LETTERS	HOURS
CENTRAL CITY	WMTA	5
COLUMBIA	WAIN	½
COVINGTON	WZIP	12
CUMBERLAND	WCPM	6
FRANKFORT	WFKY	3
FULTON	WFUL	5
HARLAN	WHLN	1
HOPKINSVILLE	WKOA	6
LEXINGTON	WLEX	5
LOUISVILLE	WLOU	84*
MADISONVILLE	WFMW	5
PINEVILLE	WMLF	12
RADCLIFF	WSAC	14
RICHMOND	WEKY	1

LOUISIANA

CITY	CALL LETTERS	HOURS
ABBEVILLE	KROF	1
ALEXANDRIA	KDBS	25
	KSYL	23
BATON ROUGE	WIBR	¼
	WXOK	75*
BOGALUSA	WHXY	3
	WIKC	1
CROWLEY	KSIG	8
DE RIDDER	KDLA	½
EUNICE	KEUN	10
FERRIDAY	KFNV	21
HAMMOND	WFPR	4
HOUMA	KCIL	10
LAFAYETTE	KVOL	2
LAKE CHARLES	KAOK	15
	KLOU	3
MANSFIELD	KDBC	8
MARKSVILLE	KAPB	4
MINDEN	KAPK	2
MONROE	KLIC	10
	KMLB	2
	KNOE	6
MORGAN CITY	KMRC	14
NATCHITOCHES	KNOC	10
NEW IBERIA	KVIM	5
NEW ORLEANS	KBOK	84*
	WJBW	1
	WMRY	84*
	WNOE	2
	WWEZ	6
OPELOUSAS	KSLO	10
RUSTON	KRUS	4
SHREVEPORT	KANV	84*
	KENT	½
	KWKH	7
TALLULAH	KTLD	16
THIBODAUX	KTIB	6
WINNFIELD	KVCL	3

MARYLAND

CITY	CALL LETTERS	HOURS
ANNAPOLIS	WANN	98*
	WNAV	12
BALTIMORE	WBAL	12
	WEBB	84*
	WITH	20
	WSID	54
HAVRE DE GRACE	WASA	3
LEXINGTON PARK	WPTX	2

MASSACHUSETTS

CITY	CALL LETTERS	HOURS
BOSTON	WBMS	15
	WMEX	14
NEW BEDFORD	WNBH	¼
SPRINGFIELD	WJKO	12

MICHIGAN

CITY	CALL LETTERS	HOURS
ANN ARBOR	WHRV	3
	WPAG	3
BENTON HARBOR	WHFB	½
DETROIT	CKLW	2
	WJBK	6
	WJLB	53
	WXYZ	16
FLINT	WAMM	25
	WBBC	10
	WFDF	½
	WMRP	7
GRAND RAPIDS	WLAV	3
INKSTER	WCHB	82*
MUSKEGON	WMUS	2
PORT HURON	WHLS	2
SAGINAW	WSGW	5

THE TRUTH ABOUT THE NEGRO MARKET

Get THE FULL STORY FROM **K-SAY** . . . the only Northern California station selling the *entire* San Francisco, Oakland, Bay Area Negro market.

The greatest array of talent in the area . . . top Negro salesmen . . . nationally accepted.

MAGNIFICENT MONTAGUE – brought direct from WAAF, Chicago. His sponsor list, sales results and audience are equally magnificent.

RAMON BRUCE – WAAT, Newark, N.J. Leading Negro-appeal personality in New Jersey. Best rating among *all* programs during his broadcast.

SWINGING DEACON – The most popular *local* Negro-appeal personality. Dominates the heavily populated Negro local and *fringe* areas.

Plus Other Great Negro Stars!

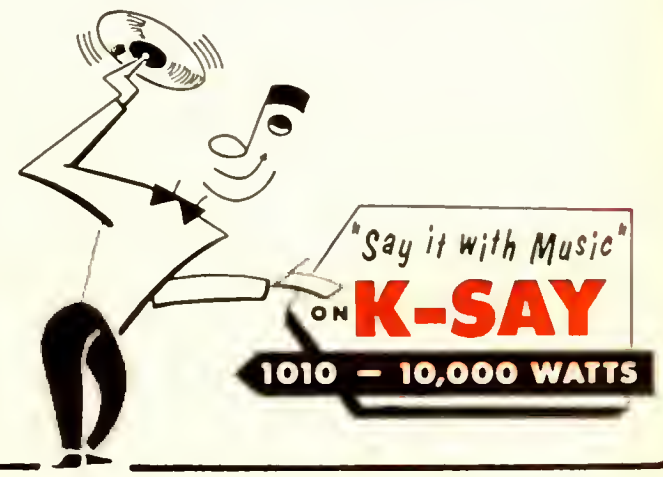
TELL IT – SELL IT . . .

on K-SAY *10,000 WATTS 1010 kc*

Nationally represented by JOHN E. PEARSON & COMPANY

GRANT WRATHALL, *Owner* — WALT CONWAY, *General Manager*

Studios: 1550 California Street, San Francisco, California
1815 Alcatraz Avenue, Berkeley, California



SOON

Baltimore's No. 1 Negro Radio Station

WEBB

goes to

5,000

watts* to provide even greater coverage!

WEBB

1360

on the dial!

Baltimore 6 Maryland

*F.C.C. Approved, Within Operation—90 Days

MISSISSIPPI

CITY	CALL LETTERS	HOURS
ABERDEEN	WMPA	6
ARMORY	WAMY	4
BATESVILLE	WBLE	4
BILOXI	WDEB	3
BOONEVILLE	WBIP	6
CANTON	WDOB	10
CENTERVILLE	WGLC	2
CLARKSDALE	WKDL	10
	WROX	28
CLEVELAND	WCLD	18
COLUMBIA	WCJU	1
COLUMBUS	WACR	7
	WCBI	7
CORINTH	WCMA	½
GREENVILLE	WGVM	40
GRENADA	WNAG	6
GULFPORT	WGCM	4
HATTIESBURG	WBKH	10
	WHSY	5
HAZLEHURST	WMDC	9
HOUSTON	WCPC	7
JACKSON	WOKJ	84*
LAUREL	WLAU	5
LOUISVILLE	WLSM	10
MERIDIAN	WMOX	15
	WTOK	14
NATCHEZ	WMIS	8
NEWTON	WEGA	6
OXFORD	WSUH	5
PASCAGOULA	WPMP	2
PHILADELPHIA	WHOC	4
PICAYUNE	WRJW	½
STARKVILLE	WSSO	15
TUPELO	WELO	3
VICKSBURG	WVIM	6
WAYNESBORO	WABO	3
WEST POINT	WROB	4

MISSOURI

CITY	CALL LETTERS	HOURS
CHARLESTON	KCHR	4
KANSAS CITY	KMBC-KFRM	2
	KPRS	84*
MOBERLY	KNCM	10
ST. LOUIS	KATZ	131*
	KSTL	10
	KXLW	84*
	WIL	6
SIKESTON	KSIM	80

NEVADA

CITY	CALL LETTERS	HOURS
LAS VEGAS	KLAS	1
	KORK	2

NEW JERSEY

CITY	CALL LETTERS	HOURS
ASBURY PARK	WJLK	2
ATLANTIC CITY	WFPG	7
	WLDB	10
	WMID	9
BRIDGETON	WSNJ	1
CAMDEN	WCAM	71
	WKDN	6
NEWARK	WAAT	10
	WHBI	22
	WNJR	131*
TRENTON	WBUD	16
	WTTM	½

NEW MEXICO

CITY	CALL LETTERS	HOURS
ALAMOGORDO	KALG	¼
CLOVIS	KCLV	3
HOBBS	KWEW	10
ROSWELL	KGFL	1

SELL The tremendous NEGRO Market of

DURHAM-RALEIGH

and Eastern North Carolina with

WSRC

DURHAM, N. C.

"Only station in Eastern North Carolina Programming to this tremendous Market"

Top Pulse Rated in Both Durham and Raleigh

Serving over 250,000 Negroes with extremely high incomes. 1950 Census

42% of DURHAM is NEGRO

38% of all Eastern North Carolina is NEGRO

1950 Census & local govt. info.

The only possible way to reach this great Market is through

WSRC

Call RAMBEAU or Southeastern—DORA-CLAYTON for a look at our amazing PULSE ratings among this great NEGRO market, also the overall market.

Facts and figures prove

WSRC

the South's greatest advertising buy.

NEW YORK

CITY	CALL LETTERS	HOURS
BUFFALO	WKBW	15
ELMIRA	WELM	1
KENMORE	WXRA	3
NEW ROCHELLE	WNRC	14
NEW YORK	WEVD	5
	WLIB	65
	WNJR	131*
	WOV	81
	WWRL	52
NIAGARA FALLS	WHLD	3
	WJJL	3
PATCHOGUE	WALK	2
PEEKSKILL	WLNA	1
ROCHESTER	WSAY	2
SYRACUSE	WNDR	½

NORTH CAROLINA

CITY	CALL LETTERS	HOURS
BEAUFORT	WBMA	6
BELMONT	WCGC	10
BURLINGTON	WBBB	5
	WFNS	1
CANTON	WWIT	6
CHARLOTTE	WAYS	1
	WGIV	54
	WIST	15
DUNN	WCKB	2
DURHAM	WSRC	91*
	WTIK	7
EDENTON	WCDJ	2
ELIZABETH CITY	WCNC	7
	WGAI	5
FAIRMONT	WFMO	13
FAYETTEVILLE	WFAI	15
	WFLB	15
	WFNC	14
FUQUAY SPRINGS	WFVG	8
GOLDSBORO	WFMC	10
	WGBR	1
GREENSBORO	WGBG	17
GREENVILLE	WGTC	5
HENDERSON	WHNC	11
	WHVH	20
HENDERSONVILLE	WHKP	5
HICKORY	WHKY	8
HIGH POINT	WHPE	7
	WMFR	3
	WNOS	5
KINGS MOUNTAIN	WKMT	6
KINSTON	WELS	12
	WFTC	10
	WISP	13
LAURINBURG	WEWO	7
LEAKSVILLE	WLOE	1
LEXINGTON	WBUY	3
LINCOLNTON	WLON	1
LUMBERTON	WAGR	½
	WTSB	3
MOUNT AIRY	WSYD	1
NEW BERN	WHIT	5
	WOOW	35
N. WILKESBORO	WKBC	3
RALEIGH	WRAL	10
REIDSVILLE	WFRC	6
	WREV	14
ROANOKE RAPIDS	WCBT	7
ROCKINGHAM	WAYN	2
ROCKY MOUNT	WCEC	8
ROXBORO	WRXO	4
SALISBURY	WSAT	19
SANFORD	WWGP	6
SILVER CITY	WNCA	1
SMITHFIELD	WMPM	4
SOUTHERN PINES	WEEB	9
TARBORO	WCPS	10
TRYON	WTYN	7
WADESBORO	WADE	9
WALLACE	WLSE	7
WASHINGTON	WRRF	6
WHITEVILLE	WENC	5
WILLIAMSTON	WIAM	11
WILMINGTON	WGNI	15
WILSON	WGTM	12
	WVOT	14
WINSTON-SALEM	WAAA	82*
	WAIR	6

OHIO

CITY	CALL LETTERS	HOURS
AKRON	WADC	2
	WCUE	1
	WHKK	8
CHILLICOTHE	WBEX	10
CINCINNATI	WICN	91*
CLEVELAND	WJMO	75*
	WJW	17
COLUMBUS	WCOL	12
	WVKO	25
DAYTON	WAVI	3
	WING	30
	WONE	2
GALLIPOLIS	WJEH	3
HAMILTON	WMOH	½
MIDDLETOWN	WPFB	½
SANDUSKY	WLEC	1
SPRINGFIELD	WIZE	3
STEUBENVILLE	WSTV	½
TOLEDO	WTOD	1
WARREN	WHHH	5
YOUNGSTOWN	WBBW	2
	WHOT	1

OKLAHOMA

CITY	CALL LETTERS	HOURS
DUNCAN	KRHD	¼
FREDERICK	KTAT	¼
GUTHRIE	KWRW	12
HUGO	KHIN	5
MUSKOGEE	KBIX	8
	KMUS	10
OKLAHOMA CITY	KBYE	70*
	KLPR	6
OKMULGEE	KHBG	12
TULSA	KTUL	12

OREGON

CITY	CALL LETTERS	HOURS
PORTLAND	KWJJ	6

PENNSYLVANIA

CITY	CALL LETTERS	HOURS
ALTOONA	WVAM	¼
BEAVER FALLS	WBVP	2
CHESTER	WDRF	18
CONNELLSVILLE	WCVI	4
ERIE	WERC	½
FARRELL	WFAR	1
HOMESTEAD	WAMO	16
JOHNSTOWN	WARD	2
PHILADELPHIA	WDAS	127
	WFIL	½
	WHAT	161*
	WJMJ	6
PITTSBURGH	WCAE	¼
	WILY	84*
SCRANTON	WARM	½

SOUTH CAROLINA

CITY	CALL LETTERS	HOURS
AIKEN	WAKN	1
ANDERSON	WAIM	3
	WANS	3
BARNWELL	WBAW	8
BEAUFORT	WBEU	7

(CONTINUED)

WWRL
NEW YORK
HAS THE LARGEST AUDIENCE IN 2 MARKETS
NEGRO 1,100,000
SPANISH 970,000
CUSTOMERS FOR 9¢ PER THOUSAND
5,000 WATTS
DEfender 5-1600

SOUTH CAROLINA (cont.)

CITY	CALL LETTERS	HOURS
BENNETSVILLE	WBSC	14
BISHOPVILLE	WAGS	6
CAMDEN	WACA	5
CHARLESTON	WCSC	1
	WPAL	40
	WQSN	35
CHERAW	WCRE	4
COLUMBIA	WCOS	13
	WOIC	85*
DARLINGTON	WPFD	4
DILLON	WDSC	6
EASLEY	WELP	7
FLORENCE	WOLS	9
GREENVILLE	WESC	12
	WFBC	4
	WQOK	6
GREENWOOD	WCRS	3
	WGSW	10
GREER	WEAB	3
HARTSVILLE	WHSC	3
LAURENS	WLBG	9
MULLINS	WJAY	10
MYRTLE BEACH	WMYB	5
NEWBERRY	WKDK	12
ORANGEBURG	WDIX	6
	WTND	11
ROCK HILL	WRHI	2
	WTYC	6
SPARTANBURG	WJAN	12
	WORD	1
SUMTER	WSSC	30
UNION	WBCU	4
WALTERBORO	WALD	6

TENNESSEE

CITY	CALL LETTERS	HOURS
CHATTANOOGA	WDXB	12
	WMFS	91*
CLARKSVILLE	WJZM	8
CLEVELAND	WBAC	3
COLUMBIA	WKRM	2
DICKSON	WDKN	3
FAYETTEVILLE	WEKR	5
FRANKLIN	WAGG	7
GALLATIN	WHIN	3
HUMBOLDT	WIRJ	3
JACKSON	WJAK	97*
JOHNSON CITY	WETB	1
KINGSPORT	WKIN	6
KNOXVILLE	WIVK	12
	WKGN	10
	WNOX	½
LEWISBURG	WJJM	3
McMINNVILLE	WBMC	8
	WMMT	2
MEMPHIS	KWEM	26
	WDIA	140*
	WHHM	22
	WLOK	94*
MURFREESBORO	WGNS	7
	WMTS	1
NASHVILLE	WLAC	33
	WSOK	84*
PARIS	WTPR	3
RIPLEY	WTRB	15
ROGERSVILLE	WRGS	3
SPRINGFIELD	WDBL	8

TEXAS

CITY	CALL LETTERS	HOURS
ABILENE	KWKC	1
ATHENS	KBUD	1
ATLANTA	KALT	2
AUSTIN	KTXN	20
BAY CITY	KIOX	5
BAYTOWN	KREL	63
BEAUMONT	KFDM	1
	KJET	91*
	KRIC	12
	KTRM	6
BEEVILLE	KIBL	1
BIG SPRING	KTXC	9
BRECKENRIDGE	KSTB	½
CARTHAGE	KGAS	½
CLEVELAND	KVLB	6
COLLEGE STATION	WTAW	5
CONROE	KMCO	5
CORPUS CHRISTI	KATR	6
	KCCT	7
	KUNO	11
CORSICANA	KAND	3
CROCKETT	KIVY	7
DALLAS	KGKO	16
	KSKY	14
DENISON	KDSX	6
EL CAMPO	KULP	3
FALFURRIAS	KPSO	2
FORT WORTH	KCNC	11
	KNOK	84*
GALVESTON	KGBC	23
	KLUF	5
GONZALES	KCTI	1
GREENVILLE	KGVL	7
HOUSTON	KCOH	90*
	KPRC	6
	KYOK	128*
HUNTSVILLE	KSAM	3
JACKSONVILLE	KEBE	3
JASPER	KTXJ	2
KILLEEN	KLEN	½
LUBBOCK	KDAV	4
LUFKIN	KTRE	1
MARLIN	KMLW	4
MARSHALL	KMHT	12
McCAMEY	KCMR	4
MEXIA	KBUS	1
MIDLAND	KJBC	4

over

$4,000,000 in SALES*

resulted from

169,000 people who responded to

PERSONALITY SELLING OVER

PROOF that WHAT delivers PHILADELPHIA'S

NEGRO AUDIENCE DOLLARS LOYALTY

Delaware Valley's ONLY full-time (24 hours a day) NEGRO Voice.

. . . and mighty economically too!

. . . talks to more Negroes than any station South of New York City.

Represented by: Stars National Inc.

* Approximate 1956 sales volume in TV sets shared by 4 local retailers using WHAT. All figures are not in yet, but we think this tops all other local stations (Negro & non-Negro) regardless of power or network affiliation.
PHILADELPHIA'S BIGGEST LOCAL ADVERTISERS ARE SOLD ON WHAT!

TEXAS (cont.)

CITY	CALL LETTERS	HOURS
MONAHANS	KLKM	½
MT. PLEASANT	KIMP	¼
NACOGDOCHES	KSFA	½
PALESTINE	KNET	1
PASADENA	KLVL	21
POST	KRWS	1
SAN ANGELO	KTXL	6
SAN ANTONIO	KCOR	15
	KISS (fm)	12
	KMAC	13
	KTSA	5
SHERMAN	KRRV	½
	KTAN	¼
SINTON	KAVV	1
SULPHUR SPRINGS	KSST	3
TAYLOR	KTAE	6
TERREL	KTER	3
TEXARKANA	KTFS	3
TEXAS CITY	KTLW	30
TULIA	KTUE	¼
TYLER	KDOK	3
	KGKB	½
	KTBB	½
VERNON	KLWC	15
VICTORIA	KNAL	¼
WACO	WACO	1
WICHITA FALLS	KTRV	2

VERMONT

CITY	CALL LETTERS	HOURS
BURLINGTON	WJOY	½

VIRGINIA

CITY	CALL LETTERS	HOURS
BEDFORD	WBLT	3
BLACKSTONE	WKLV	9
CHARLOTTESVILLE	WINA	5
CHRISTIANSBURG	WBCR	3
CLIFTON FORGE	WCFV	2
CULPEPER	WCVA	½
DANVILLE	WBTM	9
	WDIA	20
FARMVILLE	WFLO	6
FRANKLIN	WYSR	1
FRONT ROYAL	WFTR	2
HARRISONBURG	WSVA	1
HOPEWELL	WHAP	11
MARTINSVILLE	WHEE	7
	WMVA	10
NEWPORT NEWS	WYOU	77*
NORFOLK	WLOW	12
	WRAP	126*
PETERSBURG	WSSV	11
RADFORD	WRAD	20
RICHLANDS	WRIC	6
RICHMOND	WANT	81*
	WLEE	18
	WMBG	½
	WXGI	3
ROANOKE	WRIS	6
	WROV	22
	WSLS	¼
SOUTH BOSTON	WHLF	6
SOUTH HILL	WJWS	5
STAUNTON	WAFC	3
	WTON	1
WYTHEVILLE	WYVE	1

WASHINGTON

CITY	CALL LETTERS	HOURS
KIRKLAND	KVBY	5
SEATTLE	KTW	3

WEST VIRGINIA

CITY	CALL LETTERS	HOURS
BECKLEY	WJLS	1
	WWNR	2
CHARLESTON	WCHS	2
	WKNA	7
	WTIP	12
HUNTINGTON	WPLH	8
LOGAN	WLOW	5
MATEWAN	WHJC	¼
OAK HILL	WOAY	2
WELCH	WELC	3
WHEELING	WKWK	1

WISCONSIN

CITY	CALL LETTERS	HOURS
MILWAUKEE	WFOX	½
	WMIL	15

CANADA

Ontario

CITY	CALL LETTERS	HOURS
OWEN SOUND	CFOS	½
WINDSOR	CKLW	2

The Premier
NEGRO
MARKET
Stations In America!

DALLAS-FT. WORTH
KNOK
Stuart J. Hepburn
Vice-President & General Manager
Represented by
JOHN E. PEARSON CO.

ST. LOUIS
KXLW
William W. Jefferay
Vice-President & General Manager
Represented by
JOHN E. PEARSON CO.

PITTSBURGH
WILY
TEN EIGHTY-O ON YOUR RADIO!
Vice-President & General Manager
Represented by STARS NATIONAL

Nothing Makes Your Products GO . . . as fast as NEGRO RADIO!

"We Ain't Nothin' but the TOP DAWG"

. . . in Denver and San Francisco

KOSI Number 1 in Denver

. . . The November-December Hooper shows KOSI first all day, Monday through Saturday! The November Pulse shows KOSI with a gain of 29 quarter hours since June. 5000 watts daytime—operating full time.

KOBY Number 1 in San Francisco

. . . Number 1 Independent . . . after only 9 weeks of programming, by recent November-December Hooper ratings! 10,000 watts, full time . . . the most powerful independent station in the bay area. emphasizing music, news, and your product!

Mid-America Broadcasting Co.

Represented nationally by "Forjoe"

popular music

Figures represent hours per week

• Popular music remains in high favor as a programing formula by just about every radio station in the country, judging from the response to the 1957 Buyers' Guide questionnaires. Heavy emphasis on this programing category is placed by the vast majority of respondents with an increasing number of stations relying on this technique exclusively. In the listing that follows 385 stations are shown with programing of a minimum of 75 hours per week of popular music. This is 15% of the total category respondents. In all, 2592 stations report schedules of popular music including pop tunes, jazz, rhythm and blues, old standard and Broadway show tunes. The popular music trend is strong in virtually every part of the country though music formats vary by geographical areas covered and by audience acceptance sought. For full list of stations reporting weekly hours of popular music programing please refer to the master directory.

ALABAMA

CITY	CALL LETTERS	HOURS
BIRMINGHAM	WILD	75
	WSGN	90
DECATUR	WAJF	98
HOMEWOOD	WEZB	84
HUNTSVILLE	WFUN	76

ARIZONA

FLAGSTAFF	KLVA	78
MESA	KTYL	84
PHOENIX	KOVI	120
	KOOL	113
	KRIZ	122
	KRUX	102
TUCSON	KTKT	112
	KVOA	86
YUMA	KOLD	140

ARKANSAS

LITTLE ROCK	KGHI	112
	KXLR	88
TEXARKANA	KTFS	76

CALIFORNIA

ARCATA	KENL	90
AVALON	KBIG	100
BAKERSFIELD	KBIS	122
BANNING	KPAS	100
BARSTOW	KWTC	84
BURBANK	KBLA	150
CORONA	KBUC	80
EL CENTRO	KXO	78
FRESNO	KMAK	117
GLENDALE	KFMU	168
	KUTE (fm)	84
HANFORD	KNGS	76
LANCASTER	KBVM	91
LOS ANGELES	KFWB	150
	KGFJ	85
	KLAC	150
	KMPC	145
MERCED	KWIP	79
MONTEREY	KXXL	87
OAKLAND	KROW	89
OCEANSIDE	KSLR	100
PALM SPRINGS	KCMJ	84
POMONA	KWOW	117
RED BLUFF	KBLF	82
REDDING	KSDA	107
REDLANDS	KCAL	82
RIVERSIDE	KPRO	144
SACRAMENTO	KGMS	141
	KXOA	82
SAN BERNARDINO	KCSB	94
	KRNO	75
SAN DIEGO	KCBQ	154
	KSDO	130
	KSON	126
SAN FERNANDO	KGIL	152
SAN FRANCISCO	KGO	82
	KJBS	154
	KOBY	119
	KSFO	122
	KYA	96
SAN JOSE	KSJO	123
	KXRX	161
SAN LUIS OBISPO	KATY	105
SANTA ANA	KWIZ	91
SANTA BARBARA	KDB	126
SANTA MARIA	KCOY	80
	KSMA	80
SONORA	KROG	87
STOCKTON	KJOY	100
	KSTN	122
VALLEJO	KGYW	89
VENTURA	KVEN	76
YUBA CITY	KAGR	95
	KUBA	95

COLORADO

CITY	CALL LETTERS	HOURS
AURORA	KOSI	80
COLORADO SPNGS	KRDO	100
	KWBY	84
DENVER	KIMN	126
	KMYR	100
	KTLN	153
	KLOD	90
FORT MORGAN	KFTM	90
GREELEY	KFKA	105

CONNECTICUT

ANSONIA	WADS	75
BRIDGEPORT	WICC	129
	WNAB	80
DANBURY	WLAD	75
MIDDLETOWN	WCNX	79
NEW HAVEN	WAVZ	108
	WELI	82
NORWALK	WNLK	90
NORWICH	WICH	86

DELAWARE

WILMINGTON	WAMS	105

DISTRICT OF COLUMBIA

WASHINGTON	WEAM	100
	WOL	98
	WWDC	82

FLORIDA

DAYTONA BEACH	WROD	84
FT. LAUDERDALE	WWIL	129
LAKELAND	WONN	80
LEESBURG	WLBE	86
MIAMI	WINZ	168

(CONTINUED)

FLORIDA (cont.)

CITY	CALL LETTERS	HOURS
ORLANDO	WLOF	112
ST. PETERSBURG	WTSP	85
SARASOTA	WKXY	100
TALLAHASSEE	WTAL	81
W. PALM BEACH	WEAT	84

GEORGIA

CITY	CALL LETTERS	HOURS
ATLANTA	WAKE	126
	WAOK	122
	WQXI	89
AUGUSTA	WBBQ	100
MACON	WNEX	100
SAVANNAH	WSAV	75

IDAHO

CITY	CALL LETTERS	HOURS
BOISE	KGEM	98
POCATELLO	KWIK	90
TWIN FALLS	KLIX	80
	KTFI	84
WEISER	KWEI	81

ILLINOIS

CITY	CALL LETTERS	HOURS
BLOOMINGTON	WJBC	80
CHICAGO	WFMF (fm)	140
	WGN	78
	WIND	140
DANVILLE	WITY	90
DECATUR	WDZ	80
DU QUOIN	WDQN	90
GALESBURG	WGIL	78
JOLIET	WJOL	143
MOLINE	WQUA	80
PEORIA	WIRL	75
QUINCY	WGEM	85
ROBINSON	WTAY	80

INDIANA

CITY	CALL LETTERS	HOURS
INDIANAPOLIS	WIBC	80
	WIRE	75
MICHIGAN CITY	WIMS	83
SOUTH BEND	WNDU	75

IOWA

CITY	CALL LETTERS	HOURS
CEDAR RAPIDS	KPIG	130
CENTERVILLE	KCOG	75
CRESTON	KSIB	85
DES MOINES	KCBC	148
	KRNT	76
	KSO	97
OTTUMWA	KLEE	77
SIOUX CITY	KMNS	98
	KTRI	103
SPENCER	KICD	75

KANSAS

CITY	CALL LETTERS	HOURS
ATCHISON	KARE	85
HUTCHINSON	KWBW	77
	KWHK	100
KANSAS CITY	KCKN	109
PITTSBURG	KSEK	89
TOPEKA	KJAY	85
	KTOP	100
WICHITA	KAKE	75
	KWBB	76

KENTUCKY

CITY	CALL LETTERS	HOURS
LOUISVILLE	WINN	154
	WKYW	75

LOUISIANA

CITY	CALL LETTERS	HOURS
BATON ROUGE	WIBR	95
	WLCS	156
CROWLEY	KSIG	88
LAFAYETTE	KLFY	96
LAKE CHARLES	KLOU	112
MONROE	KNOE	129
MORGAN CITY	KMRC	81
NATCHITOCHES	KNOC	78
NEW ORLEANS	WJBW	123
	WNOE	159
	WTIX	154
	WWL	77
SHREVEPORT	KENT	94
	KJOE	84
	KTBS	80

MAINE

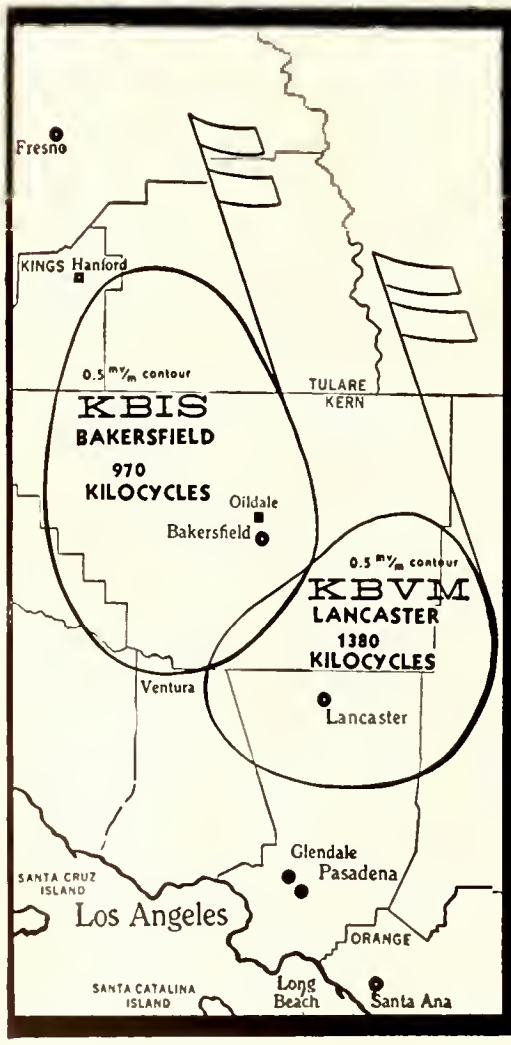
CITY	CALL LETTERS	HOURS
BANGOR	WABI	80
	WGUY	85

MARYLAND

CITY	CALL LETTERS	HOURS
BALTIMORE	WITH	150
	WWIN	89
CAMBRIDGE	WCEM	90

MASSACHUSETTS

CITY	CALL LETTERS	HOURS
ATTLEBORO	WARA	75
BOSTON	WBZ	97
	WCOP	162
	WHDH	119
	WMEX	79
	WORL	80
	WTAO	80
	WVDA	83
FALL RIVER	WALE	93
FRAMINGHAM	WKOX	80
HAVERHILL	WHAV	80
HOLYOKE	WREB	84
MEDFORD	WHIL	75



popular music stations serving california's

2 MONEY TREE MARKETS

KBIS — KBVM

SOUTHERN SAN JOAQUIN VALLEY — TRADING AREAS — ANTELOPE VALLEY

447,000 — POPULATION — 91,000

$580,282,000 — RETAIL SALES — $102,000,000

COMBINED 2 MARKETS TOTAL — POPULATION... 538,000 — RETAIL SALES.. $682,282,000

REPRESENTED: ADAM YOUNG, INC.

BUY BOTH STATIONS KBIS and KBVM FOR COMBINED RATES LESS 10%

SOURCES: *SRDS Consumer Markets*
L. A. County Planning Commission
Kern County Dept. of Research

MASSACHUSETTS (cont.)

CITY	CALL LETTERS	HOURS
NEW BEDFORD	WBSM	85
NORTHAMPTON	WHMP	94
SPRINGFIELD	WBZA	97
	WMAS	79
	WTXL	120
WORCESTER	WORC	150

MICHIGAN

DETROIT	CKLW	86
	WJBK	120
	WKMH	121
	WLDM (fm)	90
FLINT	WAMM	86
	WKMF	103
	WTAC	112
GRAND RAPIDS	WMAX	75
ISHPEMING	WJPD	76
JACKSON	WIBM	107
	WKHM	80
KALAMAZOO	KWMI	125
LANSING	WILS	132
MARINE CITY	WDOG	80
MOUNT PLEASANT	WCEN	94
PONTIAC	WPON	101
SAGINAW	WKNX	78

MINNESOTA

DULUTH-SUPERIOR	KDAL	85
	WEBC	108
ELY	WELY	81
MINNEAPOLIS-ST. PAUL	WDGY	115
	WLOL	118
	WMIN	130
	WTCN	120
ST. CLOUD	WJON	96

MISSISSIPPI

BILOXI	WLOX	100
JACKSON	WJXN	154
	WRBC	85
MERIDIAN	WMOX	84
	WTOK	98
NATCHEZ	WMIS	79

MISSOURI

JOPLIN	KFSB	90
KANSAS CITY	KUDL	84
	WHB	156
ROLLA	KTTR	81
ST. LOUIS	KWK	85
	KXOK	101
	WIL	112
SIKESTON	KSIM	77
SPRINGFIELD	KICK	97

MONTANA

BILLINGS	KOYN	77
GLENDIVE	KXGN	80
GREAT FALLS	KBGF	118
	KFBB	93

NEBRASKA

KEARNEY	KGFW	106
LINCOLN	KFOR	81
	KLMS	94
OMAHA	KFAB	85
	KOIL	115
	KOWH	75

NEVADA

HENDERSON	KBMI	162
RENO	KOLO	96
	KONE	154

(CONTINUED)

Guaranteed DISPLAY

in all ten Shreveport Area

A & P Stores

plus the . . .

Biggest Audiences in Town!

HERE'S A SPECTACULAR MERCHANDISING PACKAGE DESIGNED TO INCREASE YOUR SALES IN THIS RICH METROPOLITAN MARKET. . . .

A saturation schedule of 30 spots per week for 13 weeks on Shreveport's #1 station PLUS a two week, end-of-aisle display of your product in all ten local A & P Supermarkets.

*K-JOE #1 IN SHREVEPORT
HOOPER JAN.-FEB. 1956
PULSE FEB.-MAR. 1956

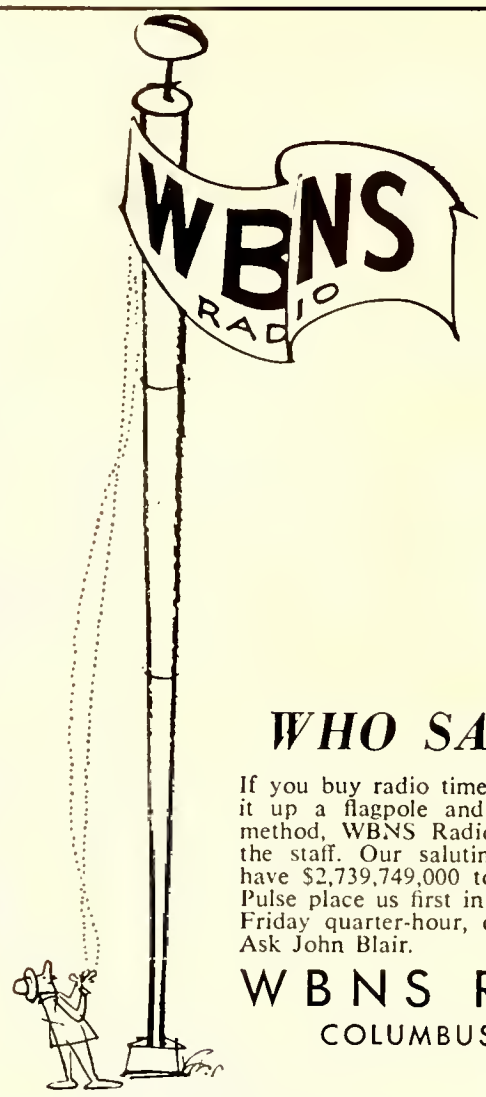
SEE FORJOE FOR K-JOE

BIG

STATION RESULTS ©
. . . AT SMALL STATION RATES

K-JOE

SHREVEPORT, LOUISIANA



WHO SALUTES

If you buy radio time by the "Let's run it up a flagpole and see who salutes" method, WBNS Radio is at the top of the staff. Our salutin', listenin' friends have $2,739,749,000 to spend. They and Pulse place us first in any Monday-thru-Friday quarter-hour, day or night. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

NOW EVEN MORE THAN EVER . . . . .
Stockton's Most Listened to Station

HOOPER RADIO AUDIENCE INDEX
STOCKTON, CALIF. OCTOBER - DECEMBER 1956

	RADIO SETS IN USE	C	N	KSTN	A	M	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A.M.-12:00 NOON	14.0	14.2	8.1	42.1	11.6	5.4	18.5	10,163
	RADIO SETS IN USE	C	N	KSTN	A	M	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 12:00 NOON-6:00 P.M.	10.3	18.8	6.4	34.6	7.0	11.2	21.8	12,159

KSTN

Fall 1956 Hooperatings again shows 4-year KSTN dominance of *Stockton Radio Audience.

*America's 92nd Market

Music · News · Personalities
Represented by Hollingbery

NEW HAMPSHIRE

CITY	CALL LETTERS	HOURS
MANCHESTER	WFEA	90
	WKBR	140

NEW JERSEY

ATLANTIC CITY	WMID	90
CAMDEN	WCAM	138
NEWARK	WAAT	80
	WNJR	100
	WVNJ	106
PATERSON	WPAT	100
PLEASANTVILLE	WOND	100
TRENTON	WBUD	89
	WTTM	77
WILDWOOD	WCMC	100

NEW MEXICO

CLOVIS	KCLV	84

NEW YORK

ALBANY	WABY	105
	WROW	80
AMSTERDAM	WCSS	92
BINGHAMTON	WKOP	93
BUFFALO	WBNY	92
	WEBR	87
	WKBW	144
CORTLAND	WKRT	75
ELMIRA	WELM	84
LITTLE FALLS	WLFH	85
NEW YORK	WBFM (fm)	122
	WINS	145
	WMCA	134
	WNEW	144
	WOV	78
PATCHOGUE	WALK	80
	WPAC	92
ROCHESTER	WBBF	84
	WSAY	83
SCHENECTADY	WSNY	104
SYRACUSE	WNDR	112
	WOLF	103
UTICA	WGAT	86

NORTH CAROLINA

ASHEVILLE	WSKY	90
BEAUFORT	WBMA	76
CHARLOTTE	WIST	80
	WWOK	77
ELIZABETH CITY	WGAI	80
RALEIGH	WKIX	98

NORTH DAKOTA

FARGO	KFGO	80

OHIO

AKRON	WADC	83
	WCUE	100
CINCINNATI	WCPO	93
	WSAI	85
CLEVELAND	KYW	125
	WERE	131
	WGAR	75
	WHK	75
COLUMBUS	WCOL	95
	WTVN	105
	WVKO	100
DAYTON	WING	112
	WONE	101
ELYRIA	WEOL	118
FINDLAY	WFIN	80
FOSTORIA	WFOB	91
TOLEDO	WOHO	101
WARREN	WHHH	75
YOUNGSTOWN	WBBW	75

OKLAHOMA

CITY	CALL LETTERS	HOURS
OKLAHOMA CITY	KOCY	102
	KTOK	104
McALESTER	KTMC	75
TULSA	KRMG	84
	KTUL	101

OREGON

ASTORIA	KVAS	101
CORVALLIS	KRUL	94
COTTAGE GROVE	KOMB	86
LEBANON	KGAL	98
PORTLAND	KEX	105
	KWJJ	98
	KXL	80
SALEM	KOCO	76
SPRINGFIELD	KEED	75

PENNSYLVANIA

ALLENTOWN	WAEB	90
	WKAP	94
COATESVILLE	WCOJ	86
EASTON	WEEX	100
ERIE	WJET	100
	WLEU	100
HANOVER	WHVR	75
JOHNSTOWN	WCRO	106
LANSFORD	WLSH	84
PHILADELPHIA	WDAS	117
	WFIL	80
	WIBG	85
	WIP	110
	WPEN	102
	WRCV	84
PITTSBURGH	WCAE	86
	WKJF (fm)	112
POTTSVILLE	WPAM	105
READING	WEEU	96
SCRANTON	WARM	100

RHODE ISLAND

CITY	CALL LETTERS	HOURS
PROVIDENCE	WICE	91
WEST WARWICK	WWRI	75
WOONSOCKET	WWON	100

SOUTH CAROLINA

CHARLESTON	WTMA	80
COLUMBIA	WMSC	75

SOUTH CAROLINA

ABERDEEN	KSDN	76
SIOUX FALLS	KISD	77

TENNESSEE

JACKSON	WJAK	76
KNOXVILLE	WBIR	75
	WKGN	86
LEXINGTON	WDXL	77
MEMPHIS	WHBQ	100
	WHER	80
	WMPS	150
MURFREESBORO	WGNS	84
NASHVILLE	WKDA	138
	WMAK	120

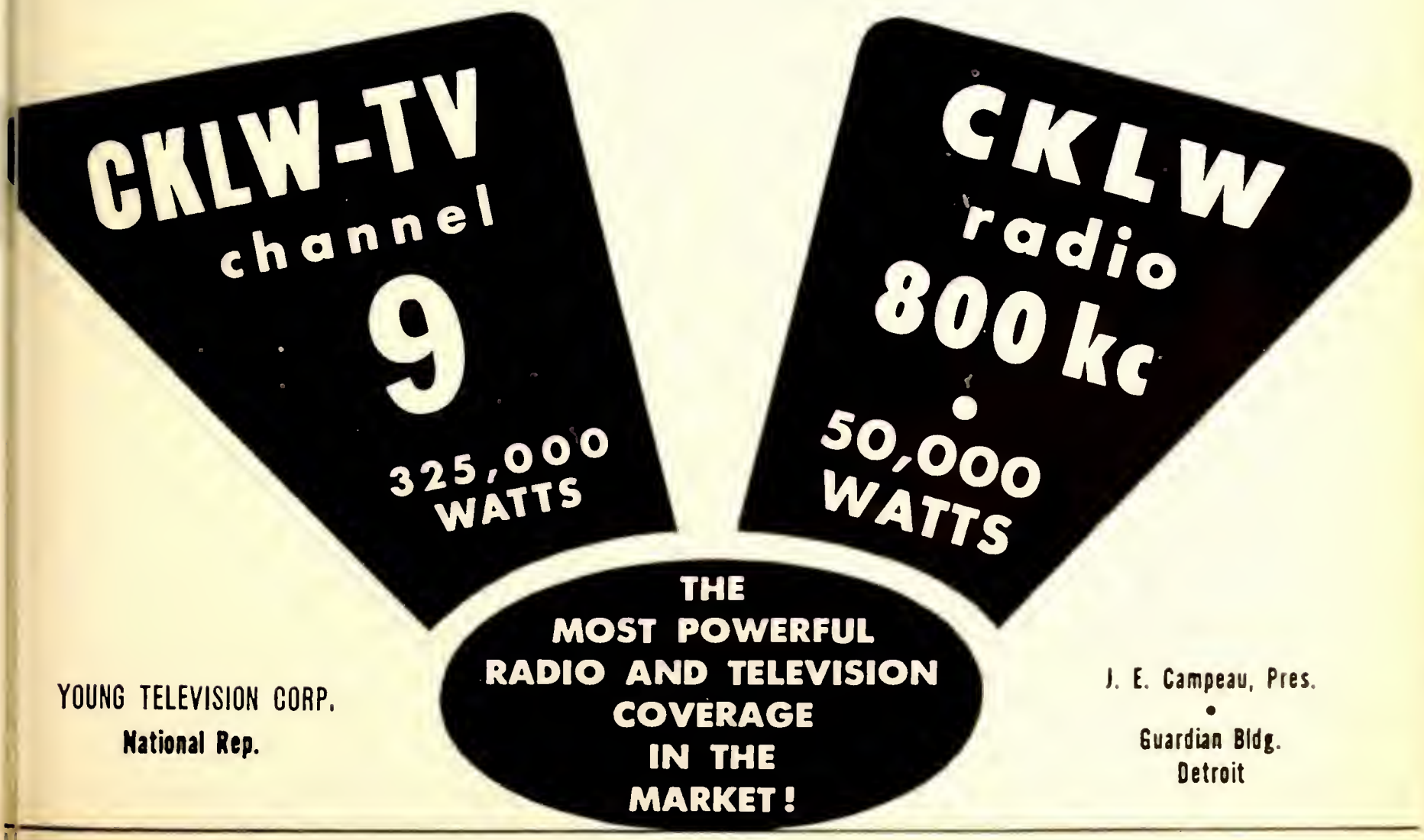
TEXAS

ALICE	KBKI	77
AMARILLO	KFDA	91
	KLYN	80
	KRAY	84
BEAUMONT	KRIC	93
BROWNSVILLE	XEO	100
BRYAN	KORA	80
CORPUS CHRISTI	KSIX	76
DALLAS	KGKO	115
	KLIF	168
	WRR	87
DENISON	KDSX	121
EL PASO	KELP	141
	KEPO	84
	KSET	150
FORT WORTH	KXOL	150
GREENVILLE	KGVL	77
HOUSTON	KLBS	107
	KNUZ	130
	KXYZ	75
LUBBOCK	KDUB	167
	KLLL	75
MARSHALL	KMHT	101
McALLEN	KRIO	105
ODESSA	XEOR	85
	KECK	105
ORANGE	KRIG	98
PASADENA	KOGT	105
SAN ANTONIO	KLUL	100
	KCOR	78
	KEXX	91
	KISS (fm)	80
TEMPLE	KITE	91
TEXARKANA	KTEM	83
TYLER	KTFS	75
	KDOK	83
	KTBB	90
VICTORIA	KNAL	75

UTAH

MURRAY	KMUR	89
OGDEN	KVOG	115
PROVO	KEYY	105
	KIXX	82
SALT LAKE CITY	KLUB	154
	KNAK	140

NOW!... double the wallop in the Detroit area!



YOUNG TELEVISION CORP.
National Rep.

J. E. Campeau, Pres.
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Guardian Bldg.
Detroit

You SELL Louisville When You Use

RED KIRK

In one year at WKLO, Red Kirk has made more FRIENDS and has been responsible for more SALES than most Air-Salesmen hope for in a much longer span of time. Red Kirk is firmly established as a solid Air-Salesman in the Greater Louisville Market. Insure Sales Results, specify Red Kirk when you want to sell all Kentuckiana.

Represented by
John Blair & Co.

WKLO
LOUISVILLE

VERMONT

CITY	CALL LETTERS	HOURS
BURLINGTON	WDOT	82

VIRGINIA

CHARLOTTESVILLE	WCHV	80
HAMPTON	WVEC	96
HOPEWELL	WHAP	75
NEWPORT NEWS	WGH	132
NORFOLK	WLOW	162
	WNOR	150
ORANGE	WJMA	78
PETERSBURG	WSSV	75
PORTSMOUTH	WAVY	130
RADFORD	WRAD	82
RICHMOND	WLLY	75
ROANOKE	WROV	93
STAUNTON	WTON	78
VIRGINIA BEACH	WBOF	79

WASHINGTON

ABERDEEN	KBKW	112
BELLINGHAM	KVOS	80
BREMERTON	KBRO	112
COLFAX	KCLX	90
GRAND COULEE	KFDR	75
MOSES LAKE	KSEM	91
PORT ANGELES	KONP	84
SEATTLE	KAYO	133
	KING	112
	KJR	141
	KOL	128
SPOKANE	KHQ	90
	KREM	123
	KSPO	102
SUNNYSIDE	KREW	100
TACOMA	KMO	89
	KTNT	96
YAKIMA	KLOQ	91
	KUTI	77

WEST VIRGINIA

BECKLEY	WWNR	75
CHARLESTON	WCAW	118
WEIRTON	WEIR	105

WISCONSIN

APPLETON	WAPL	76
BELOIT	WGEZ	90
LA CROSSE	WLDL	90
LADYSMITH	WLDY	80
MADISON	WISC	80
MARINETTE	WMAM	82
MILWAUKEE	WEMP	120
	WISN	75
	WOKY	165
	WRIT	144
NEENAH	WNAM	105
OSHKOSH	WOSH	85
PARK FALLS	WPFP	101
RHINELANDER	WOBT	79
SHEBOYGAN	WSHE	77
SUPERIOR-DULUTH	WDSM	75

CANADA

Alberta

CALGARY	CFCN	80
EDMONTON	CFRN	86
	CHED	147
RED DEER	CKRD	94

British Columbia

NANAIMO	CHUB	101
NEW WESTMINSTER	CKNW	150
PENTINCTON	CKOK	101
TRAIL	CJAT	81
VANCOUVER	C-FUN	151
	CJOR	97
VICTORIA	CJVI	96

Manitoba

CITY	CALL LETTERS	HOURS
DAUPHIN	CKDM	78
WINNIPEG	CJOB	100
	CKY	107

Nova Scotia

HALIFAX	CJCH	84
SYDNEY	CJCB	80

Ontario

BARRIE	CKBB	90
HAMILTON	CHML	96
KITCHENER	CKCR	86
LINDSAY	CKLY	80
LONDON	CFPL	105
	CKSL	135
NIAGARA FALLS	CHVC	76
OSHAWA	CKLB	98
OTTAWA	CFRA	85
	CKOY	100
ST. THOMAS	CHLO	81
STRATFORD	CJCS	114
TORONTO	CKEY	99
WINDSOR	CKLW	86

Quebec

ALMA	CFGT	80
CHICOUTIMI	CJMT	75
MONTMAGNY	CKBM	140
MONTREAL	CFCF	95
	CKVL	110

Saskatchewan

REGINA	CKRM	105

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Write to

SPONSOR SERVICES *Inc.*

40 East 49th Street
New York 17, N. Y.

religious & gospel

Figures represent hours per week

• As in previous Buyers' Guides, this special category again shows up strong. The 1957 Buyers' Guide shows 2482 stations or 93% of total respondents with schedules of some time for weekly religious programing. This compares with 2277 stations or 91% reporting similar schedules in the 1956 Guide. Listed below are the stations that schedule a minimum of 10 hours in this category. The total was 372 in 1957 and a high mark of 477 in 1956.

ALABAMA

CITY	CALL LETTERS	HOURS
ALBERTVILLE	WAVU	10
ANDALUSIA	WCTA	10
AUBURN	WAUD	10
BIRMINGHAM	WEDR	24
	WLBS	21
CULLMAN	WKUL	12
DECATUR	WMSL	12
DOTHAN	WOOF	13
EUFAULA	WULA	12
FLOMATON	WTCB	10
FLORENCE	WOWL	15
FORT PAYNE	WFPA	36
GADSDEN	WETO	21
GENEVA	WGEA	10
GREENVILLE	WGYV	12
GUNTERSVILLE	WGSV	12
HALEYVILLE	WJBB	11
HAMILTON	WERH	10
MONTGOMERY	WRMA	35
ONEONTA	WCRL	20
OPP	WAMI	15
SYLACAUGA	WFEB	10
TALLADEGA	WHTB	10

ARIZONA

CITY	CALL LETTERS	HOURS
DOUGLAS	KAWT	15

ARKANSAS

CITY	CALL LETTERS	HOURS
ARKADELPHIA	KVRC	14
FORT SMITH	KWHN	13
HARRISON	KHOZ	10
HOT SPRINGS	KBHS	10
	KBLO	10
LITTLE ROCK	KARK	14
	KGHI	2
NEWPORT	KNBY	10
PARAGOULD	KDRS	22
SEARCY	KWCB	14
SILOAM SPRINGS	KUOA	12
SPRINGDALE	KBRS	15

CALIFORNIA

CITY	CALL LETTERS	HOURS
BAKERSFIELD	KAFY	10
BERKELEY	KRE	23
BISHOP	KIBS	10
BURBANK	KBLA	25
CORONA	KBUC	10
LODI	KCVR	35
LONG BEACH	KGER	70
LOS ANGELES	KGFJ	14
	KHJ	10
	KPOL	16
MODESTO	KBEE	11
OAKLAND	KWBR	20
ONTARIO	KOCS	10
PASADENA	KALI	20
PITTSBURG	KECC	21
SAN BERNARDINO	KFXM	10
	KITO	12
	KRNO	10
SAN DIEGO	KERB	64
SAN FRANCISCO	KFRC	12
	KSAN	30
	KSAY	19
SAN JOSE	KEEN	14
SAN LUIS OBISPO	KVEC	13
SAN RAFAEL	KTIM	10
WASCO	KWSO	20
YUBA CITY	KAGR	13

COLORADO

CITY	CALL LETTERS	HOURS
DENVER	KLIR	20
STERLING	KLOR	11
TRINIDAD	KCRT	10

DISTRICT OF COLUMBIA

CITY	CALL LETTERS	HOURS
WASHINGTON	WEAM	10
	WMAL	10
	WOOK	20
	WPIK	11
	WUST	22

FLORIDA

CITY	CALL LETTERS	HOURS
CHIPLEY	WBGC	30
CRESTVIEW	WCNU	10
DADE CITY	WDCF	11
JACKSONVILLE	WOBS	42
	WRHC	32
LAKE CITY	WDSR	13
LAKELAND	WLAK	11
LIVE OAK	WNER	11
MIAMI	WMIE	17
MIAMI BEACH	WMBM	25
MILTON	WEBY	11
OCALA	WMOP	10
ORLANDO	WABR	11
PALM BEACH	WWPG	10
PLANT CITY	WPLA	10
ST. PETERSBURG	WSUN	14
TALLAHASSEE	WTNT	15
TAMPA	WIOK	20
VERO BEACH	WNTM	11

GEORGIA

CITY	CALL LETTERS	HOURS
ADEL	WAAG	13
ALBANY	WJAZ	28
ATHENS	WREC	16
ATLANTA	WAOK	19
	WEAS	23
	WERD	23
	WTAM	10
	WTJH	28
AUGUSTA	WAUG	34
BAINBRIDGE	WMGR	15
CAIRO	WGRA	12
COLUMBUS	WCLS	37
	WGBA	12
	WPNX	20
CORDELE	WMJM	15
CORNELIA	WCON	14
DALTON	WBLJ	15
	WRCD	10
GRIFFIN	WHIE	12
HAWKINSVILLE	WCEH	12
LAFAYETTE	WLFA	10
LA GRANGE	WTRP	12
MACON	WBML	10
	WIBB	13
	WNEX	10
MONROE	WMRE	20
MOULTRIE	WMGA	20
NEWNAN	WCOH	11
ROME	WLAQ	10
	WJHV	10
SANDERSVILLE	WSNT	25
SAVANNAH	WCCP	10
SUMMERVILLE	WGTA	20
THOMASVILLE	WPAV	12
TOCCOA	WLET	14
WAYCROSS	WACL	21
	WAYX	10
WEST POINT	WRLD	11
WINDER	WIMO	12

IDAHO

CITY	CALL LETTERS	HOURS
NAMPA	KFXD	13

ILLINOIS

CITY	CALL LETTERS	HOURS
CHICAGO	WLS	19
CLINTON	WHOW	18
EAST ST. LOUIS	WTMV	10
HARRISBURG	WEBQ	11
PARIS	WPRS	10
PEORIA	WPEO	11
STERLING	WSDR	10

INDIANA

CITY	CALL LETTERS	HOURS
ANDERSON	WCBC	25
ELKHART	WCMR	12
FRANKFORT	WILO	10
GARY	WGRY	10
GOSHEN	WKAM	13
MARION	WBAT	10
NEW CASTLE	WCTW (fm)	10
NORTH VERNON	WOCH	11
PERU	WARU	20

IOWA

DES MOINES	KWDM	21
WATERLOO	KXEL	10

KANSAS

COFFEYVILLE	KGGF	12
GARDEN CITY	KNCO	15
PITTSBURG	KOAM	12

KENTUCKY

ASHLAND	WTCR	24
BARDSTOWN	WBRT	14
CAMPBELLSVILLE	WTCO	12
CENTRAL CITY	WNES	10
COLUMBIA	WAIN	15
CORBIN	WCTT	12
COVINGTON	WZIP	12
ELIZABETHTOWN	WIEL	10
FULTON	WFUL	11
HARLAN	WHLN	10
HAZARD	WKIC	10
LOUISVILLE	WLOU	14
MAYFIELD	WNGO	19
NEWPORT	WNOP	11
OWENSBORO	WVJS	12
RUSSELLVILLE	WRUS	11
SOMERSET	WSFC	14
VAN CLEVE	WMTC	18
WINCHESTER	WWKY	15

LOUISIANA

ALEXANDRIA	KALB	10
	KDBS	14
BOGALUSA	WIKC	10
DE RIDDER	KDLA	10
LEESVILLE	KLLA	14
MANSFIELD	KDBC	10
MARKSVILLE	KAPB	10
MINDEN	KAPK	19
MONROE	KMLB	10
NATCHITOCHES	KNOC	10
NEW ORLEANS	WBOK	33
	WMRY	26
OPELOUSAS	KSLO	13
SHREVEPORT	KANV	44
	KCIJ	12

MAINE

BANGOR	WABI	18
PRESQUE ISLE	WAGM	10

MARYLAND

ANNAPOLIS	WANN	17
	WASL	12
BALTIMORE	WBMD	19
	WEBB	10

MASSACHUSETTS

BOSTON	WMEX	10
	WNAC	10
GREAT BARRINGTON	WSBS	19
W. YARMOUTH	WOCB	10

MICHIGAN

CITY	CALL LETTERS	HOURS
BAY CITY	WBCM	10
COLDWATER	WTVB	15
DETROIT	CKLW	15
	WJLB	13
FLINT	WMRP	20
FREMONT	WBFC	15
GAYLORD	WATC	11
GRAND RAPIDS	WFUR	26
	WLAV	10
HOLLAND	WHTC	12
INKSTER	WCHB	22
ISHPEMING	WJPD	10
LUDINGTON	WKLA	11
MARQUETTE	WDMJ	10
MUSKEGON	WMUS	35
OWOSSO	WOAP	10
ROGERS CITY	WHAK	11

MINNESOTA

ALBERT LEA	KATE	10
AUSTIN	KAUS	12
CROOKSTON	KROX	12
LITTLE FALLS	KLTF	10
MINNEAPOLIS-ST. PAUL	KEVE	12
THIEF RIVER FALLS	KTRF	15
WADENA	KWAD	14
WILLMAR	KWLM	11
WORTHINGTON	KWOA	10

MISSISSIPPI

BILOXI	WLOX	10
	WVMI	14
HOUSTON	WCPC	18
JACKSON	WOKJ	35
LAUREL	WLAU	10
NEW ALBANY	WNAU	10
NEWTON	WEGA	10
STARKVILLE	WSSO	16

MISSOURI

FARMINGTON	KREI	10
FLAT RIVER	KFMD	10
FULTON	WFAL	10
KANSAS CITY	KPRS	16
MOUNTAIN GROVE	KLRS	10
POPLAR BLUFF	KWOC	13
ST. LOUIS	KATZ	60
	KSTL	18
SPRINGFIELD	KWTO	13
UNION	KLPW	10
WARRENTON	KWRE	18
WEST PLAINS	KWPM	10

MONTANA

GREAT FALLS	KMON	14
HAVRE	KOJM	12
SIDNEY	KGCX	10

NEBRASKA

BEATRICE	KWBE	10
COLUMBUS	KJSK	20

NEW JERSEY

ATLANTIC CITY	WLDB	20
	WMID	11
NEWARK	WHBI	18
	WNJR	18

NEW MEXICO

ALBUQUERQUE	KOB	12
ARTESIA	KSVP	11
LOVINGTON	KLEA	12

NEW YORK

CITY	CALL LETTERS	HOURS
AMSTERDAM	WCSS	12
AUBURN	WMBO	12
BUFFALO	WGR	12
NEW YORK	WABC	10
	WOV	18
	WWRL	20
OGDENSBURG	WSLB	12
ROCHESTER	WHAM	10

NORTH CAROLINA

ALBEMARLE	WABZ	10
BEAUFORT	WBMA	21
BURLINGTON	WFNS	10
CHARLOTTE	WAYS	15
ELIZABETH CITY	WCNC	12
FAIRMONT	WFMO	12
FAYETTEVILLE	WFLB	10
	WFNC	18
GOLDSBORO	WFMC	10
GREENSBORO	WCOG	10
HENDERSONVILLE	WHKP	12
HICKORY	WHKY	12
HIGH POINT	WMFR	10
	WNGS	13
LEXINGTON	WBUY	10
MARION	WBRM	10
MOUNT AIRY	WPAQ	22
RALEIGH	WMSN	25
ROCKY MOUNT	WCEC	12
SALISBURY	WSAT	12
SPRUCE PINE	WTOE	10
TABOR CITY	WTAB	21
THOMASVILLE	WTNC	10
WALLACE	WLSE	20
WAYNESVILLE	WHCC	10
WHITEVILLE	WENC	17
WILLIAMSTON	WIAM	11

NORTH DAKOTA

DEVILS LAKE	KDLR	12
DICKINSON	KDIX	11
FARGO	KFGO	25
HETTINGER	KNDC	10
MINOT	KLPM	11
VALLEY CITY	KOVC	15

OHIO

AKRON	WADC	12
	WAKR	10
	WHKK	10
CANTON	WCMW	19
CINCINNATI	WCIN	10
	WLW	11
CLEVELAND	WJMO	14
COLUMBUS	WCOL	15
DAYTON	WING	14
DOVER	WJER	10
EAST LIVERPOOL	WOHI	20
IRONTON	WIRO	20
JACKSON	WLMJ	10
MARIETTA	WMOA	12
MIDDLETOWN	WPFB	29
WARREN	WHHH	14
WASHINGTON C. H.	WCHO	10
YOUNGSTOWN	WKBN	10

OKLAHOMA

MIAMI	KGLC	15
MUSKOGEE	KBIX	12
OKLAHOMA CITY	KBYE	48
	KLPR	18
PRYOR	KOLS	24
TULSA	KOME	18
	KVOO	16

OREGON

CITY	CALL LETTERS	HOURS
ALBANY	KWIL	10
ASHLAND	KWIN	11
EUGENE	KORE	14
OCEANLAKE	KBCH	12
PORTLAND	KPDQ	11
	KWJJ	22
SALEM	KSLM	20

PENNSYLVANIA

ALLENTOWN	WKAP	12
ALTOONA	WRTA	13
	WVAM	10
BLOOMSBURG	WHLM	10
BRADFORD	WESB	15
CHESTER	WICH	22
CORRY	WOTR	11
DU BOIS	WCED	12
LEBANON	WLBR	15
LEWISTOWN	WMRF	12
PHILADELPHIA	WDAS	10
	WHAT	11
	WIBG	23
PITTSBURGH	WILY	18
	WPIT	42
PUNXSUTAWNEY	WPME	12
RED LION	WGCB	30
SAYRE	WATS	10
WILKES-BARRE	WILK	11
WILLIAMSPORT	WLYC	20

RHODE ISLAND

WEST WARWICK	WWRI	17

SOUTH CAROLINA

CHARLESTON	WHAN	16
	WPAL	10
	WQSN	28
CHERAW	WCRE	22
COLUMBIA	WOIC	33
DILLON	WDSC	12
EASLEY	WELP	25
FLORENCE	WOLS	10
GREENVILLE	WMUU	33
GREER	WCKI	17
	WEAB	12
ROCK HILL	WTYC	15
SUMTER	WSSC	12

SOUTH DAKOTA

SIOUX FALLS	KSOO	11
WATERTOWN	KWAT	12
YANKTON	WNAX	11

TENNESSEE

BRISTOL	WOPI	12
CHATTANOOGA	WAGC	10
	WAPO	10
	WDXB	25
CLEVELAND	WBAC	10
COOKEVILLE	WHUB	10
COVINGTON	WKBL	13
JACKSON	WJAK	21
	WTJS	16
JOHNSON CITY	WJHL	10
KINGSPORT	WKIN	12
KNOXVILLE	WIVK	20
LA FOLLETTE	WLAF	10
LENOIR CITY	WLIL	19
LEXINGTON	WDXL	12
McMINNVILLE	WBMC	10
MEMPHIS	KWEM	28
	WDIA	70
	WHHM	14
MILAN	WKBJ	12
MURFREESBORO	WGNS	10
NASHVILLE	WNAH	29
	WSOK	10
ROGERSVILLE	WRGS	14
SWEETWATER	WDEX	18

TEXAS

ALPINE	KVLF	10
AMARILLO	KLYN	11
BAYTOWN	KRCT	21
	KREL	21
BEAUMONT	KJET	38
BIG SPRING	KTXC	14
BROWNWOOD	KBWD	10
COLORADO CITY	KLMC	10
CORPUS CHRISTI	KATR	10
DALLAS	KSKY	18
	WFAA	12
EL CAMPO	KULP	10
FORT WORTH	KCUL	26
GLADEWATER	KSIJ	11
HAMILTON	KCLW	16
HOUSTON	KCOH	36
	KLBS	10
HUNTSVILLE	KSAM	10
LUBBOCK	KDAV	17
LUFKIN	KTRE	20
MT. PLEASANT	KIMP	15
PALESTINE	KNET	14
PAMPA	KPAT	12
PLEASANTON	KBOP	10
SAN ANGELO	KPEP	10
SAN ANTONIO	KISS (fm)	15
	KMAC	18
TAYLOR	KTAE	10
TYLER	KGKB	10

VIRGINIA

BRISTOL	WFHG	15
MARTINSVILLE	WMVA	14
NEWPORT NEWS	WYOU	21
NORFOLK	WCMS	13
NORTON	WNVA	10
PULASKI	WPLV	13
RICHMOND	WRVA	15
	WXGI	13
ROANOKE	WSLS	13
SOUTH BOSTON	WHLF	10
STAUNTON	WAFC	13
WYTHEVILLE	WYVE	18

WASHINGTON

BELLINGHAM	KPUG	23
CENTRALIA-CHEHALIS	KELA	10
EDMONDS	KGDN	10
EVERETT	KRKO	10
KIRKLAND	KNBX	31
PUYALLUP	KAYE	18
SEATTLE	KTW	25
	KVI	17
SPOKANE	KGA	14
	KNEW	14
TACOMA	KTAC	12
VANCOUVER	KHFS	10
	WVAN	11

WEST VIRGINIA

CITY	CALL LETTERS	HOURS
CHARLESTON	WKNA	17
	WTIP	14
HUNTINGTON	WPLH	10
KEYSER	WKYR	10
LOGAN	WVOW	15
MARTINSBURG	WEPM	10
MATEWAN	WHJC	12
MORGANTOWN	WAJR	15
ST. ALBANS	WKLC	10
WELCH	WELC	12
WHEELING	WWVA	10

WISCONSIN

LA CROSSE	WLDL	10
PARK FALLS	WPFP	12

HAWAII

HONOLULU	KAIM	27

VIRGIN ISLANDS

ST. THOMAS	WSTA	17

CANADA

Alberta

CAMROSE	CFCW	10

British Columbia

DAWSON CREEK	CJDC	10
PRINCE GEORGE	CKPG	10
VANCOUVER	CJOR	10
	CKLG	14

New Brunswick

EDMUNDSTON	CJEM	12

Ontario

BRANTFORD	CKPC	10
CHATHAM	CFCO	13
KITCHENER	CKCR	10
NIAGARA FALLS	CHVC	10
ORILLIA	CFOR	12
ST. THOMAS	CHLO	11
SARNIA	CHOK	10
WINDSOR	CKLW	15

Prince Edward Is.

SUMMERSIDE	CJRW	11

Quebec

JONQUIERE	CKRS	10
VICTORIAVILLE	CFDA	10

Saskatchewan

MOOSE JAW	CHAB	18
PRINCE ALBERT	CKBI	10

TELEVISION MASTER DIRECTORY

1957 BUYERS' GUIDE TO STATION PROGRAMING

ALABAMA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
BIRMINGHAM	WABT	13	316kw	NBC	Blair	May '49	12	6	5	4	2	½	7	2§	2	M,A
	WBRC-TV	6	100kw	CBS	Katz	July '49	13	4		7	3	3	5	4	2•	A,L
DECATUR	WMSL-TV	23	16.8kw	C,N	McGillvra	July '54	7	4	10	3	½	½	16	3	1	A,L
DOTHAN	WTVY	9	28.2kw	CBS	Young; Brown	Feb '55			*No data available*							
MOBILE	WALA-TV	10	316kw	A,N	H-R	Jan '53	7	5	x	6	5	¼	8	3	2	A
	WKRG-TV	5	100kw	CBS	Avery-Knodel	Sep '55	11	5		5	4		5	1§	2	A,L
MONTGOMERY	WCOV-TV	20	200kw	A,C	Raymer	Apr '53	3	8		10	1		18	2§	1	L
	WSAF-TV	12	316kw	NBC	Katz	Dec '54	10	7		10	5	2	9	3§	1•	M,L

ARIZONA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
MESA	KVAR	(See PHOENIX)														
PHOENIX	KOOL-TV	10	316kw	CBS	Hollingbery	Oct '53	4	12	x	5		½	12	1§	1•	A,L
	KPHO-TV	5	17.5kw		Katz	Dec '49		10	8	1	5	1	35	4§	1	A,E,L
	KTVK	3	100kw	ABC	Weed	Mar '55	5	6		5	10	½	4	2§	x	A,L
	KVAR	12	33kw	NBC	Raymer	Mar '53	6	10	3	10		½	8	2	x•	M,A,L
TUCSON	KDWI-TV	9	62kw		Headley-Reed	Jun '56		8	5	7	2		6	3	1	E,L
	KOPO-TV	13	316kw†	CBS	Hollingbery	Feb '53	x	x	10	4	8		12	2§	1	A,E
	KVOA-TV	4	5.3kw	A,N	Branham	Sep '53	6	6		5	3	¼	5	1	x	A,L
YUMA	KIVA	11	29kw	C,N	Raymer	Oct '53	7	8	x	5	2	1	7	3	1	A,L

ARKANSAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
EL DORADO	KRBB	10	25kw	A,N	Pearson	Dec '55	4	6		5	1	1	12	2§	2•	L
FORT SMITH	KFSA-TV	22	265kw†	A,N	Pearson	Jul '53	5	6		9	1	¼	8	2§	1	A,L
LITTLE ROCK	KARK-TV	4	100kw	NBC	Petry	Apr '54	10	5		9	8	2	12	3§	1	A,L
	KATV	7	170kw	ABC	Avery-Knodel	Dec '53	8	6		15			31	1§	x	A,L
	KTHV	11	316kw	CBS	Branham	Nov '55	x	x	2	3	3	½	15	3§	1	L
PINE BLUFF	KATV	(See LITTLE ROCK)														
TEXARKANA	KCMC-TV	6	100kw	A,C	V,R&McC	Aug '53	9	6	3	9	3	1	7	3§	1	A

CALIFORNIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
BAKERSFIELD	KBAK-TV	29	20kw	A,C	Weed	Aug '53	x	x	8	5			8	2		M,A,L
	KERO-TV	10	110kw	NBC	Hollingbery	Sep '53	10	5		10	3	1	13	3	x	A,L
CHICO	KHSL-TV	12	316kw	A,C	Avery-Knodel	Aug '53	4	8		5	5	½	13	1§	1	A,E,L
EUREKA	KIEM-TV	3	14.6kw	A,C,N	Blair	Oct '53	4	7		3	5	¼	11	2		A,L
FRESNO	KFRE-TV	12	316kw	CBS	Blair	May '56	x	x	x	4	3	2	5	1§	x	A,L
	KJEO-TV	47	140kw	ABC	Branham	Oct '53	5	10		10	5	2	9	1	1•	M,A,E,L
	KMJ-TV	24	117kw	NBC	Raymer	Jun '53	8	6		12	4	1	15	2§		A,L
	KVVG	27	175kw		Bernard	Nov '53		10	2			¼		3	1	A,E
LOS ANGELES	KABC-TV	7	165kw	ABC	Katz	Sep '49	3	11	8	8			35	1		M,E,L
	KBIC-TV	22	108kw			1957					*No data available*					
	KCOP	13	170kw		Petry	Sep '47		10		5			10	2§	1	M,A,E,L
	KHJ-TV	9	162kw		H-R	Oct '48		12	9	5	6		12	2	1•	A,E,L
	KNXT	2	46.8kw	CBS	CBS Tv Spot	Oct '50	12	6	½	5	10		17	2§	1•	M,A,L

television symbols

stations share time
† full licensed power; symbol indicates that station is not yet using it fully
• indicates that station covers local sports events

§ indicates that station has local film newsreel
X—category claimed, but figure unspecified
category unclaimed
M, A, E, L—morning, afternoon, evening, late evening feature films
ABC or A—American Broadcasting Co.
CBS or C—Columbia Broadcasting System

KBS or K—Keystone Broadcasting System.
NBC or N—National Broadcasting Co.

CALIFORNIA (*continued*)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-teptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports Info	No. shows daily: Feature films
	KRCA	4	47kw	NBC	NBC Spot	Jan '49	12	5	....	.. .	.	2	5	5§	2	A I
	KTLA	5	50kw	.....	Raymer	Jan '47	....	14		17	3		5	2		A,E,L
	KTTV	11	135kw	.....	Blair	Jan '49	....	20		11			49	3§	..	F.I
REDDING	KVIP	7	117kw	NBC	Branham	Aug '56	4	2		4	2	¼	14	2§	I	.
SACRAMENTO	KBET-TV	10	316kw	CBS	H-R	Mar '55	14	3	..	4	3	3	5	5§	.	.
	KCCC-TV	40	200kw	ABC	McGillvra	Sep '53	3	12	6	3	8	3	17	1		M.I.
	KCRA-TV	3	100kw	NBC	Petry	Sep '55	9	3	....	3	6	3	7	4§	1•	I
SALINAS	KSBW-TV	8	240kw	A,C,N	H-R	Sep '53	5	3	x	5	x	2	13	2§	.	A L
SAN DIEGO	KFMB-TV	8	316kw	CBS	Petry	May '49	11	5	3	4		1	7	6§	1	M,A,I
	KFSD-TV	10	316kw	NBC	Katz	Sep '53	10	6		3	8	....	8	4	1•	A,E,L
(Licensed in Tijuana, Mex.)	XETV	6	38kw	ABC	Weed	Jan '53	x	9		10	.	....	13	1	x•	M,A,I
SAN FRANCISCO	KGO-TV	7	316kw	ABC	Blair	May '49	6	6		1	8	....	22	1	1	A
	KPIX	5	100kw	CBS	Katz	Dec '48	11	5	x	9	2	1	6	5§	2•	A,L
	KRON-TV	4	100kw†	NBC	PGW	Nov '49	10	8	.	6	7	1	4	2	x	A,L
	KSAN-TV	32	200kw		Stars National	Mar '54	....	6	. .	5		....	10	1	1•	E,L
SAN JOSE	KNTV	11	20kw	....	Bolling	Sep '56	...	8	½	17	3	....	17		x•	A,E.L
SAN LUIS OBISPO	KVEC-TV	6	16kw	A,C	H-R	May '53	4	5		....	½	....	6	2§	1	E,L
SANTA BARBARA	KEY-T	3	50.1kw	A,C,N	Hollingbery	Jul '53	7	4	x	15	1	3	10	2§	1	A.L
STOCKTON	KOVR	13	138kw	.....	Avery-Knodel	Sep '54	....	9	14	10	3	3	27	2	x	A,E.L
TULARE	KVVG	(See FRESNO)														

COLORADO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-teptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports Info	No. shows daily: Feature films
COLORADO SP'NGS	KKTV	11	316kw†	A,C	Bolling	Dec '52	5	6	x	6	3	½	9	1	1	A,L
	KRDO-TV	13	11kw	NBC	Pearson	Oct '53	6	6	...	11	....	....	8	2§	1	L
DENVER	KBTV	9	282kw	ABC	PGW	Oct '52	x	x	1	7	3	....	11	2§	.	A,L
	KLZ-TV	7	316kw	CBS	Katz	Nov '53	9	3	...	7	5	½	7	2§	1	L
	KOA-TV	4	100kw	NBC	NBC Spot	Dec '53	10	6	x	..		....	6	6§	1	M,A,I
	KTVR	2	100kw	.....	Blair	Jul '52	....	10	3	6		....	7	....	x	A,E,L
GRAND JUNCTION	KREX-TV	5	12.9kw	A,C,N	Holman	May '54	...	8	1	6	3	....	10	2§	1	L
MONTROSE	KFXJ-TV	10	6kw	A,C,N	Holman	Aug '56	....				*Satellite to KREX-TV*					
PUEBLO	KCSJ-TV	5	13.5kw	NBC	Pearson	Jun '53	7	4	5	6	...	1	9	2§	1	A.E.L
	KKTV	(See COLORADO SPRINGS)														

CONNECTICUT

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-teptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports Info	No. shows daily: Feature films
BRIDGEPORT	WICC-TV	43	182kw	ABC	Young	Apr '53	x	x			3	....	x	5	1	E
HARTFORD	WHCT	18	186kw	CBS	CBS Spot	Sep '54	11	4		20	½	..	12	4§		A,E,L
	WNBC	30	210.4kw	NBC	Bolling	Feb '53	12	6	.	8	3	1	4	6§		A,E,L
	WNHC-TV	(See NEW HAVEN)														
NEW BRITAIN	WNBC	(See HARTFORD)														
NEW HAVEN	WNHC-TV	8	316kw	A,C	Katz	Jun '48	x	x		4	4	...	25	8§	5	A,L
WATERBURY	WATR-TV	53	245kw†	ABC	Burke-Stuart	Sep '53					*No data available*					

DELAWARE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-teptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports Info	No. shows daily: Feature films
WILMINGTON	WPFH	12	316kw		Raymer	Jun '49	2	13	x	6		.	12	1§	1•	A,E,L

DISTRICT OF COLUMBIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-teptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports Info	No. shows daily: Feature films
WASHINGTON	WMAL-TV	7	252kw	ABC	H-R	Oct '47					*No data available*					
	WRC-TV	4	100kw	NBC	NBC Spot	Jun '47	11	8		14	3	¼	7	7	2•	A,E
	WTOP-TV	9	316kw	CBS	CBS Spot	Jan '49	12	6		10	8	....	20	5§	1•	E,L
	WTTG	5	50kw	DuM	Weed	Jan '47	x	x		7	2	....	10	3§	2•	A,E,L

FLORIDA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No shows daily: News	No shows daily: Sports info	No shows daily: Feature films
AYTONA BEACH	WESH-TV	2	5kw		Petry	Jun '56		6					x	3	1	x
T. LAUDERDALE	WITV	(See MIAMI)														
T. MYERS	WINK-TV	11	12kw	A,C	McGillvra	Mar '54			*No data available*							
ACKSONVILLE	WJHP-TV	36	276kw	A,N	Petry	Dec '53	14	4		8			3	7§	x	M,A,E,L
	WMBR-TV	4	100kw	A,C	CBS Spot	Oct '49	x	x		2	5	1	11	3§	1	A,L
IAMI	**WGBS-TV**	**23**	**186kw**		Katz	May '53	x	x			3			3	1	A,L
	WITV	17	536kw	ABC	Forjoe	Nov '53	6	3	x	1	½		5	2§	2•	E,L
	WTVJ	4	100kw	CBS	PGW	Mar '49	15	4					9	4§	2•	M,L
RLANDO	WDBO-TV	6	100kw	A,C,N	Blair	Jul '54	10	5		3	¼	¼	8	6	2	L
ANAMA CITY	WJDM-TV	7	10.7kw	A,C,N	Hollingbery	Dec '53			*No data available*							
ENSACOLA	WEAR-TV	3	55.4kw	A,C	Hollingbery	Jan '54	2	9		8	5	½	10	3§	1•	A,L
T. PETERSBURG	WSUN-TV	38	257kw	ABC	V,R&McC	May '53	6	9		11	10		12	2§	2	M,A,L
ALLAHASSEE	WCTV	(See THOMASVILLE, GA.)														
AMPA	WFLA-TV	8	316kw	NBC	Blair	Jan '55	12	6		3	3	1	10	5§	2•	A,L
	WSUN-TV	(See ST. PETERSBURG)														
	WTVT	13	316kw	CBS	Katz	Apr '55	12	5		3	3	1	12	6§	2	E,L
EST PALM BEACH	WEAT-TV	12	112kw	ABC	H-R	Jan '55	x	x	2	1			5	3§	1	A,L
	WPTV	5	100kw	C,N	Blair	Aug '54	9	6	6	6	11		4	5§	2	A,E

GEORGIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No shows daily: News	No shows daily: Sports info	No shows daily: Feature films
LBANY	WALB-TV	10	112kw	A,N	V,R&McC	Apr '54	3	8		3	10		8	3	1	V,E,L
TLANTA	**WAGA-TV**	**5**	**100kw**	**CBS**	Katz	Mar '49	10	6		3	4	½	x	4	1	A,E
	WLW-A	11	316kw	ABC	NBC Sp'l;Crosley	Sept '51	4	12	10	26	3	1	7	4§	1•	A,L
	WSB-TV	2	100kw	NBC	Petry	Sept '48	12	5	2	6	1		7	8§	1•	A,L
UGUSTA	WJBF	6	100kw	A,N	Hollingbery	Nov '53	10	5	x	7	2	1	12	3§	1	A,L
	WRDW-TV	12	102kw	CBS	Branham	Feb '54	10	6		15	3	3	5	4§	1	M,A,L
OLUMBUS	WDAK-TV	28	234kw	NBC	Headley-Reed	Oct '53	x	7	2	5	3	2	15	2§		M,A,E,L
	WRBL-TV	4	100kw	A,C	Hollingbery	Nov '53	11	5		8	3	½	8	3§	2	M,L
ACON	WMAZ-TV	13	250kw	A,C,N,	Avery-Knodel	Sept '53	x	x	x	1			x	2§	1	L
OME	WROM-TV	9	32kw	....	McGillvra	Jun '53					*No data available*					
AVANNAH	WSAV-TV	3	33kw	NBC	Blair	Feb '56	7	3		14	8	1	6	4§	1•	A,L
	WTOC-TV	11	207.5kw	A,C	Avery-Knodel	Feb '54	x	x		10	5	2	12	4§	x	L
HOMASVILLE	WCTV	6	100kw	A,C,N	Blair	Sept '55	10	7	x	10	10	3	8	4	1	L

IDAHO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No shows daily: News	No shows daily: Sports info	No shows daily: Feature films
OISE	KBOI-TV	2	65kw	CBS	PGW	Nov '53	4	6		13	5	1	11	3§	x	A,E,L
	KIDO-TV	7	166kw	A,N	Blair	Jul '53	x	x		10	1	¼	18	2		A,L
DAHO FALLS	KID-TV	3	100kw	A,C,N,	Gill-Perna	Dec '53	x	x	x	1		½	15	2	x	L
EWISTON	KLEW-TV	(See KIMA-TV, YAKIMA, WASH.)														
WIN FALLS	KLIX-TV	11	29.7kw	A,C,N	Gill-Perna	Jun '55	6	6	....	9	2	1	15	2	1	A,L

ILLINOIS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No shows daily: News	No shows daily: Sports info	No shows daily: Feature films
LOOMINGTON	WBLN-TV	15	16kw	ABC	McGillvra	Dec '53					*No data available*					
HAMPAIGN	WCIA	3	100kw	C,N	Hollingbery	Nov '53	9	5	4	13	3	3	16	8§	3•	A,L
HICAGO	WBBM-TV	2	100kw	CBS	CBS TV Spot	Sept '46	x	x	4	8	1	1	13	7§	1•	M,L
	WBKB	7	316kw	ABC	Blair	Oct '43	3	13	5	12	5		17	6	x•	M,A,L
	WGN-TV	9	316kw	.....	Petry	Apr '48		17	x	12	2	½	13	3§	1•	M,A,E,L
	WNBQ	5	100kw	NBC	.....	Oct '48	10	8		8	7	2	5	10	2•	L
ANVILLE	WDAN-TV	24	19kw	ABC	Everett-McK	Dec '53	x	x		2	x		3	2	x	L
ECATUR	WTVP	17	213kw	ABC	Bolling	Aug '53	3	7	x	3	3		8	3§	2•	L
ARRISBURG	WSIL-TV	22	14kw	A,N	Walker	Dec '53	6	10	6	6	7	1	14	2	1	A,L
OLINE	WHBF-TV	(See ROCK ISLAND)														
	WOC-TV	(See DAVENPORT, IOWA)														

MBOLS: # stations share time; † licensed power (given) not used; M,A,E,L—morn, aft, eve, late eve; § local film newsreel; • local sports covered; .... category unclaime; x figure unspecified

ILLINOIS (*continued*)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn-Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
PEORIA	WEEK-TV	43	175kw	NBC	Headley-Reed	Feb '53	x	x	x	x	x	x	10	2	2	A,L
	WTVH	19	500kw	A,C	Petry	Oct '53	12	....	1	...		½	10	2§	2	A,L
QUINCY	KHQA-TV	(See HANNIBAL, MO.)														
	WGEM-TV	10	316kw	A,N	Young	Sept '53	10	7	1	7		1	15	2	1	L
ROCKFORD	WREX-TV	13	46.8kw	A,C	H-R	Oct '53	8	9	x		3	2	25	4§	2	L
	WTVO	39	195kw	NBC	Headley-Reed	May '53	x	x		3	x	x	x	2	2	L
ROCK ISLAND	WHBF-TV	4	100kw	A,C	Avery-Knodel	Jul '50	11	2		5	2	1	5	4§	....	.....
	WOC-TV	(See DAVENPORT, IOWA)														
SPRINGFIELD	WICS	20	18kw	A,N	Young	Sept '53	8	5	1	8	1	3	15	4§	3•	L
URBANA	WCIA	(See CHAMPAIGN)														

INDIANA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature film
BLOOMINGTON	WTTV	(See INDIANAPOLIS)														
ELKHART	WSJV-TV	52	224kw	ABC	H-R	Mar '54	5	8		10		3	8	2§	1	A,L
EVANSVILLE	WEHT	50	200.4kw	CBS	Young	Sept '53	12	3		18	6	5	9	2	2	A,L
	WFIE-TV	62	155kw	NBC	V,R&McC	Nov '53	11	6		12	6	1	11	3	1	L
	WTVW	15	316kw	ABC	Hollingbery	Aug '56	5	6	x	12	3	2	2	3§	1•	A,L
FT. WAYNE	WIN-T	15	244kw	A,C	H-R	Sept '54	11	5	..	3	2	1	16	4§	2•	A,L
	WKJG-TV	33	270kw	NBC	Raymer	Nov '53	9	7	...	3	3	1	8	5§	2•	A,L
INDIANAPOLIS	WFBM-TV	6	100kw	NBC	Katz	May '49	9	4		7	8	2	....	3§	2	M,A,L
	WISH-TV	8	316kw	CBS	Bolling	Jul '54	x	x		1		2	7	3§	3	E,L
	WTTV	4	100kw	A,N	Meeker	Nov '49	....	....			*No data available*					
LAFAYETTE	WFAM-TV	59	204kw	.....	Rambeau	Jun '53	3	5		2	..	..	2	3§	2•	A,L
MUNCIE	WLBC-TV	49	17.4kw	A,C,N	Holman	May '53	....	....			*No data available*					
SOUTH BEND	WNDU-TV	46	185kw	NBC	Petry	Jul '55	x	x	.	6	x		8	4§	2•	M,A,E
	WSBT-TV	34	204kw	CBS	Raymer	Dec '52	10	5	..	5	3	1	6	5§	2•	A,L
	WSJV-TV	(See ELKHART)														
TERRE HAUTE	WTHI-TV	10	316kw	A,C,N	Bolling	Jul '54	7	1		5			18	2§	1	A,L
WATERLOO	WIN-T	(See FT. WAYNE)														

IOWA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn-Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
AMES	WOI-TV	(See DES MOINES)														
CEDAR RAPIDS	KCRG-TV	9	316kw	ABC	Blair	Oct '53	7	4	...	6	¼	¼	4	7§	1	A,L
	KWWL-TV	(See WATERLOO)														
	WMT-TV	2	100kw	CBS	Katz	Sept '53	10	6	..	8	3	1	8	4§	1	A,L
DAVENPORT	WHBF-TV	(See ROCK ISLAND, ILL.)														
	WOC-TV	6	100kw	NBC	PGW	Oct '49	4	4	1	7	5	1	4	3§	2•	A,L
DES MOINES	KRNT-TV	8	316kw	CBS	Katz	Jul '55	12	7	...	5	....	2	5	4§	2•	A,L
	WHO-TV	13	316kw	NBC	PGW	Apr '54	10	7	....	10	5	2	9	3§	2	L
	WOI-TV	5	100kw	ABC	Weed	Feb '50	7	4	....	4	10	5	2	3§	1•	A,L
FT. DODGE	KQTV	21	330kw	NBC	Pearson	Nov '53	6	5	x	5	3	½	6	2§	1	E
MASON CITY	KGLO-TV	3	100kw	CBS	Weed	May '54	3	6	....	5	3	2	12	2	2	E,L
OTTUMWA	KTVO	3	100kw	C,N	Bolling	Nov '55	6	3	1	5	3	3	6	3§	2•	A,L
SIOUX CITY	KTIV	4	100kw	NBC	Hollingbery	Oct '54	11	8		10	3	3	10	5§	2	M,A,L
	KVTV	9	288kw	A,C	Katz	Mar '53	10	5	x	11	21	2	7	5§	2	M,A,L
WATERLOO	KCRG-TV	(See CEDAR RAPIDS)														
	KWWL-TV	7	316kw	NBC	Avery-Knodel	Nov '53	16	3	x	8	3	3	11	2§	2	M,A,L
	WMT-TV	(See CEDAR RAPIDS)														

KANSAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
BEAT BEND	KCKT-TV	2	100kw†	NBC	Bolling	Nov '55	5	6	x	21	4	4	21	5§	2	L
HUTCHINSON	KTVH	(See WICHITA)														
PITTSBURG	KOAM-TV	7	245kw	A,N	Katz	Dec '53	8	7		4		2	4	4	2	A,E,L
TOPEKA	WIBW-TV	13	316kw	A,C	Capper	Nov '53	8	9		3	3	3	10	6§	3	M,A,E,L
WICHITA	KAKE-TV	10	316kw	ABC	Katz	Oct '54	4	10	x	17	5	1	12	4§	2	M,A,E,L
	KARD-TV	3	100kw	NBC	Petry	Sept '55	11	6	3	3	x	4	9	4§	1	E,L
	KTVH	12	240kw	CBS	H-R	Jul '53	11	3	13	5	3	1	...	1	1•	L

KENTUCKY

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Chil-dren's	Home-makers	Farm	Syn Film	No. shows daily: News	Sports info	Feature films
ENDERSON	WEHT	(See EVANSVILLE, IND.)														
EXINGTON	WLAP-TV	27	219kw			1957					*No data available*					
	WLEX-TV	18	200kw†	A,C,N	Bolling; D-C	Mar '55	x	x		x	3	½	x	2	2	L
OUISVILLE	WAVE-TV	3	100kw	NBC	NBC Spot	Nov '48	12	5	½	7	5	1	9	10	1•	A,L
	WHAS-TV	11	316kw	CBS	H,R&P	Mar '50	9	5	½	5	3	3	15	1§	1•	L
	WQXL-TV	11	200kw		Gill-Perna; D-C	1957					*No data available*					

LOUISIANA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	No shows daily: News	Sports info	Feature films
LEXANDRIA	KALB-TV	5	28.2kw	A,C,N	Weed	Sept '54	x	x	3	11	2	2	22	1§	1	A,L
ATON ROUGE	**WAFB-TV**	**28**	**200kw**	**CBS**	Blair	Apr '53	10	8	½	3	3		9	1§	1	M,L
	WBRZ	2	100kw	A,N	Hollingbery	Apr '55	9	7		3	3	½	9	3§	1•	A,L
AFAYETTE	KLFY-TV	10	316kw	CBS	V,R&McC	Jun '55	6	2	5	7	½	½	10	3	1	A,L
AKE CHARLES	KPLC-TV	7	52.5kw	A,N	Weed	Sept '54	4	7		7	½		6	1§	1	L
	KTAG-TV	25	21kw	CBS	Young	Nov '53	4	7	x	6			12	2§	1	A,L
ONROE	KNOE-TV	8	230kw	A,C,N	H-R	Sept '53	12	5	1	6	3	1		1§	2	A
EW ORLEANS	WDSU-TV	6	100kw	A,C,N	Blair	Dec '48	11	7		2	5	½	10	5§	3•	L
	WJMR-TV	20	1,000kw	A,C	Weed	Nov '53	10	6		2	8		8	2§	2•	L
REVEPORT	KSLA-TV	12	316kw	A,C	Raymer	Jan '54	8	8		18	3	2	8	5§	x	A,L
	KTBS-TV	3	100kw	A,N	Petry	Sept '55	11	5	x	2	8		5	7§	x•	M,A,L

MAINE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	No shows daily: News	Sports info	Feature films
NGOR	WABI-TV	5	29.5kw	A,N	Hollingbery	Jan '53	10	8		3	4	1	10	3§	x•	L
	W-TWO	2	14.1kw	CBS	V,R&McC	Sept '54	x	10		3	3		1	4	1•	M,A,E,L
LAND SPRING	WMTW	8	105kw	A,C	H,R&P	Sept '54			*No data available*							
RTLAND	WCSH-TV	6	100kw	NBC	Weed	Dec '53	10	7		3	6	½	6	2§	1	M,A,L
	WGAN-TV	13	316kw	CBS	Avery-Knodel	May '54	x	x		8	2		3	3§	1	L

MARYLAND

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	No shows daily: News	Sports info	Feature films
LTIMORE	WAAM	13	316kw	ABC	H,R&P	Nov '48	4	11		12	5	½	6	3	2	M,A,E,L
	WBAL-TV	11	316kw	NBC	Petry	Mar '48	x	x		6	5	½	12	3§	1	A,L
	WMAR-TV	2	100kw	CBS	Katz	Oct '47	10	5		8	7	x	6	1§	2•	A,L
LISBURY	WBOC-TV	16	151kw†	A,C	Headley-Reed	Jul '54	4	4		½	½	1	12	5§	1	E,L

MASSACHUSETTS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	No shows daily: News	Sports info	Feature films
DAMS	WMGT	(See PITTSFIELD)														
OSTON	WBZ-TV	4	95kw	NBC	PGW	Jun '48	10	9		9	1	½	10	6§	x•	A,E,L
	WNAC-TV	7	316kw	A,C	H-R	Jun '48	12	6			3		31			L
TTSFIELD	WMGT	19	200kw	...		Feb '54	2	6				½	7	3§	1	A,L
RINGFIELD	WHYN-TV	55	182kw	CBS	Branham; Weed	Apr '53	4	7	10	11	2		11	2		A,E,L
	WWLP	22	206kw	A,N	Hollingbery	Mar '53	11	7		3	4		6	3	2	M,A,L

MICHIGAN

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	No. shows daily: News	Sports info	Feature films
NN ARBOR	WPAG-TV	20	18.5kw		Everett-McK	Apr '53	x	6		3		½	8	1	x•	L
Y CITY	WKNX-TV	(See SAGINAW)														
	WNEM-TV	5	100kw	A,N	Headley-Reed	Feb '54	8	4		5	3			3§	2	M,L

MICHIGAN (*continued*)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-teptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn-Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
CADILLAC	WWTV	13	316kw	A,C	Weed	Jan '54	6	4	.	5	5	½	10	2§	1	A,L
DETROIT	**CKLW-TV**	**9**	**325kw**		Young	Sept '54	3	7	....	10	3	....	8	2§	....	A,E,L
	WJBK-TV	**2**	**100kw**	**CBS**	Katz	Oct '48	x	x	....	7	....	....	4	5§	1•	M,A,L
	WWJ-TV	4	97.7kw	NBC	PGW	Jun '47	11	7	....	7	12	1	18	8§	1•	A,L
	WXYZ-TV	7	316kw	ABC	Blair	Oct '48	5	12	....	19	8	.	17	4	x•	M,A,L
FLINT	WJRT	12	316kw	..	.	1957	....	....	*No data available*							
	WNEM-TV	(See BAY CITY)														
GRAND RAPIDS	WKZO-TV	(See KALAMAZOO)														
	WOOD-TV	8	316kw	A,N	Katz	Oct '51	11	5	8	9	3	1	11	6§	2	A,L
KALAMAZOO	WKZO-TV	3	100kw	A,C	Avery-Knodel	Jul '50	13	3	.	5	2	½	7	5	1	L
LANSING	WJIM-TV	6	100kw	A,C,N	Petry	Apr '50	2	3	x	10	13			x	..	.
	WTOM-TV	54	20kw	.	McGillvra	Oct '53	....	....	*No data available*							
SAGINAW	**WKNX-TV**	**57**	**207kw**	**CBS**	Gill-Perna	Apr '53	10	7	1	7	1	....	3	3§	2•	A,L
	WNEM-TV	(See BAY CITY)														
TRAVERSE CITY	WPBN-TV	7	53.7kw	NBC	Holman	Aug '54	5	4	...	....	...	..	....	4	1	.

MINNESOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-teptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Featur films
AUSTIN	KMMT	6	18.7kw	ABC	Avery-Knodel	Aug '53	5	3		4	3	½	5	3	1	A,L
DULUTH-SUPERIOR, WISC.	KDAL-TV	3	100kw	A,C	Avery-Knodel	Mar '54	x	x		3	6	..	8	4§	1	L
	WDSM-TV	6	100kw	NBC	PGW	Mar '54	11	4	x	5	3	½	....	2	1•	.....
MINNEAPOLIS-ST. PAUL	KMGM-TV	9	316kw	.....	Branham	Jan '55	....	8	.	..	3	..	10	1§	2•	E,L
	KSTP-TV	5	100kw	NBC	Petry	Apr '48	*No data available*									
	WCCO-TV	4	100kw	CBS	PGW	Jul '49	10	x	..	17	3	2	18	12§	3•	M,A,L
	WTCN-TV	11	316kw	ABC	Katz	Sept '53	5	10	x	16	½	½	8	4§	x•	M,A,E,I
ROCHESTER	KROC-TV	10	100kw	NBC	Meeker	Jul '53	10	7		3	3	½	5	3§	2	A,L

MICHIGAN'S BEST TELEVISION BUY!

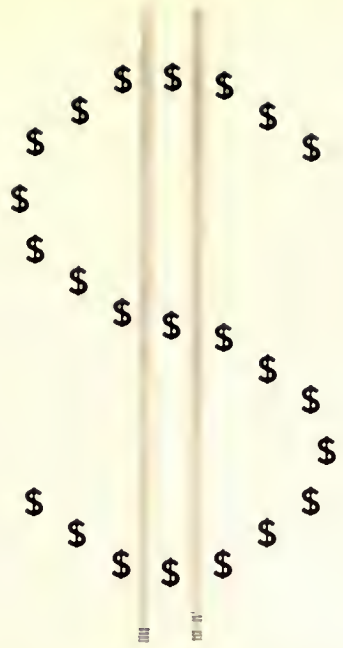
The Ed Sullivan Show • Gunsmoke • Jackie Gleason Show • Mr. Adams and Eve • What's My Line • $64,000 Question • The Phil Silvers Show • Playhouse Of Stars • Climax! • U. S. Steel Hour • The Lineup • Do You Trust Your Wife • Lawrence Welk Show • Cheyenne • Crossroads • The Vise • Douglas Edwards & The News Alfred Hitchcock Presents • I Love Lucy • General Electric Theatre • Air Power • The Voice Of Firestone • Wire Service • Conflict Burns And Allen • Arthur Godfrey Time West Point • Wild Bill Hickok • Premiere Playhouse • Playhouse 90 • The Gale Storm Show • 20th Century Fox Hour Mama • I've Got A Secret • Hey Jeannie! December Bride • Captain Kangaroo Jack Benny • The Millionaire • Garry Moore • Love of Life • The Big Top Late Show • Big Payoff • Sgt. Preston Sports Story • Secret Storm • Final Edition • The Little Rascals • The Romper Room • Crunch And Des • The Brothers • Strike It Rich • The Rosemary Clooney Show • You're On Your Own Beat The Clock • Ramar Of The Jungle Valiant Lady • Zane Grey Theatre Telephone Hour • My Friend Flicka Shower Of Stars • Pixie's Looney Tunes Early Show • Adventures of Robin Hood • Dr. Hudson's Secret Journal Godfrey's Talent Scouts • Detroit Red Wings Hockey • Our Miss Brooks • Name That Tune • To Tell The Truth • Private Secretary • Selznick Spectacular • Baseball • Captain David Grief • Bob Cummings Show • Polka Party Arthur Godfrey Show • I Led Three Lives • Bob Crosby • Detroit Lions Football • Art Linkletter's Houseparty

CBS TELEVISION

WKNX-TV

CHANNEL 57

207,000 WATTS ERP **Address of the BIG Shows!**



HOW MUCH SHOULD A STATION INVEST IN TRADE PAPER ADVERTISING?

Station managers tell us that they seldom get a straight answer to this oft-asked question.

Yet today's strict insistence on economy in every phase of station operation demands that the question be answered.

Here is what we say when someone asks, "How much should my tv (or radio) station put into trade paper advertising?"

For three out of four stations the answer is, "not a red cent."

When you advertise in a tv radio trade publication, you want to attract national business. You're pin-pointing your message to account executives, ad managers, timebuyers. And you must have the ingredients that help you and your rep convert favorable impressions into sales.

With few exceptions, we advise that you reserve your promotion dollars for local use unless you have—

(1) A national representative who will be stimulated and helped by your trade publication advertising. (2) A market story strong enough to convince national and regional buyers that your station is logical. (3) A station story that warrants consideration.

Frequency, network, and power aren't the whole answer, though they help. A few 250-watt independents have invested as much as 50% of their national spot income in trade advertising and have achieved outstanding results.

As we mentioned earlier, three out of four stations have no business using national trade paper space.

If you're the one-out-of-four that should, SPONSOR recommends, on the basis of industry analysis, that you invest 5% of your 1957 national spot income in this pin-pointed form of advertising.

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

THERE'S ONLY ONE LEADER...

KXLF-TV4 MONTANA

THE CONTINENTAL DIVIDE STATION, BUTTE

From a mile and a half in the sky KXLF-TV4 MONTANA serves most of the Nation's 3rd Largest State.

Represented: East—The Walker Co. West—Pacific Northwest Broadcasters

MISSISSIPPI

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Children's	Homemakers	Farm	Syn. Film	No. shows daily: News	Sports info	Feature films
COLUMBUS	WCBI-TV	4	20kw	C,N	McGillvra	Jul '56	x	x	x	9	1	¼	5	2	2•	E,I
HATTIESBURG	WDAM-TV	9	55kw	A,N	Pearson	Jun '56	4	6		9		¼	13	2	1	L
JACKSON	WJTV	12	316kw†	A,C	Katz	Jan '53	11	4	x	6	2	½	6	3	2•	L
	WLBT	3	100kw	A,N	Hollingbery	Dec '53	11	6	x	1	4	3	3	5§	1	A,I
MERIDIAN	WTOK-TV	11	316kw	A,C,N	Headley-Reed	Sept '53	8	5		2		1	6	10	1	A
TUPELO	WTWV	9	26.9kw	NBC	Young	Nov '56	7	5	4	8	4	1	6	3§	3	A,I

MISSOURI

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Children's	Homemakers	Farm	Syn. Film	No. shows daily: News	Sports info	Feature films
CAPE GIRARDEAU	KFVS-TV	12	316kw	CBS	Headley-Reed	Oct '54	*No data available*									
COLUMBIA	KOMU-TV	8	251kw	A,N	H-R	Dec '53	6	5	4	5	2	2	8	4§	2•	A,I
HANNIBAL	KHQA-TV	7	316kw	CBS	Weed	Sept '53	11	7		8	3	1	5	3	1	L
	WGEM-TV	(See QUINCY, ILL.)														
JEFFERSON CITY	KRCG-TV	13	316kw	A,C	Blair	Feb '55	7	6		5			11	4§	x	A,I
JOPLIN	KOAM-TV	(See PITTSBURG, KANS.)														
	KODE-TV	12	58kw	CBS	V,R&McC	Sept '54	4	6		5			8	3	2•	E
KANSAS CITY	KCMO-TV	5	100kw	CBS	Katz	Sept '53	12	5		13	½	1	6	4§	1	A,L
	KMBC-TV	9	316kw	ABC	PGW	Aug '53	6	10	5	12	3		19	4	1•	M,A,I
	WDAF-TV	4	100kw	NBC	H,R&P	Oct '49	12	5		7	3	½	9	3	2•	A,I
KIRKSVILLE	KTVO	(See OTTUMWA, IOWA)														
ST. JOSEPH	KFEQ-TV	2	52kw	A,C	Blair	Sept '53	8	7	1	11	5	1	16	3	1	M,A,I
ST. LOUIS	KSD-TV	5	100kw	A,N	NBC Spot	Feb '47	11	6	5	6	3		3	8§	1•	I
	KTVI	36	417kw	A,C	Weed	Aug '53	2	6		3			8	2	1	E,I
	KWK-TV	4	100kw	CBS	Katz	Jul '54	*No data available*									
SEDALIA	KDRO-TV	6	16.4kw	.....	Pearson	Jul '54	*No data available*									
SPRINGFIELD	KTTS-TV	10	316kw	CBS	Weed	Mar '53	10	5	9	6	2	2	8	4	1	M,A,I
	KYTV	3	100kw	A,N	Hollingbery	Oct '53	*No data available*									

MONTANA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Children's	Homemakers	Farm	Syn. Film	No. shows daily: News	Sports info	Feature films
BILLINGS	KOOK-TV	2	17.5kw	A,C	Headley-Reed	Nov '53	x	x		6	5		x	1	1	A,I
BUTTE	KXLF-TV	4	60kw	A,N	Walker	Aug '53	x	x		3	6	2	35			A,L
GREAT FALLS	KFBB-TV	5	25.4kw	A,C,N	Blair	Mar '54	4	2	x	7	4	2	11	3	2	A,I
MISSOULA	KMSO-TV	13	191kw	A,C,N	Gill-Perna	Jul '54	3	3		7	5	3	10	2§	1	A,I

NEBRASKA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Children's	Homemakers	Farm	Syn. Film	No. shows daily: News	Sports info	Feature films
HASTINGS	KHAS-TV	5	100kw	NBC	Weed	Jan '56	6	4		4	3	4	11	3§	2	I
HAYES CENTER	KHPL-TV	6	28.4kw	A,C	Meeker	Feb '56	(Satellite to KHOL-TV, KEARNEY)									
KEARNEY	KHOL-TV	13	200kw	A,C	Meeker	Dec '53	6	6		5	5	3	9	4	2	L
LINCOLN	KOLN-TV	10	316kw	A,C	Avery-Knodel	Feb '53	5	7	1	8	5	1		3	2	A,L
OMAHA	KETV	7	316kw			1957	*No data available*									
	KMTV	3	100kw	A,N	Petry	Sept '49	10	5	3	6	11	1	8	6§	1•	I
	WOW-TV	6	100kw	CBS	Blair	Aug '49	11	5	½	2	3	3	4	8§	1	A,I
SCOTTSBLUFF	KSTF	10	13kw	A,C,N	Hollingbery	Jun '55	(Satellite to KFBC-TV, Cheyenne, Wyo.)									

NEVADA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Children's	Homemakers	Farm	Syn. Film	No. shows daily: News	Sports info	Feature films
HENDERSON	KLRJ-TV	(See LAS VEGAS)														
LAS VEGAS	KLAS-TV	8	55kw	CBS	Weed	Jul '53	1	8	x	6	3		21	4	1	A,I
	KLRJ-TV	2	12.2kw†	A,N	Pearson	Jan '55	6	8		5	3		5	3§	2	A,E,L
	KSHO-TV	13	436kw	.....	Forjoe	May '56		24		4				6	1	M,A,E,I
RENO	KOLO-TV	8	11.7kw	A,C,N	Pearson	Sept '53	4	4	2	1			40	2§	1	

SYMBOLS: { # stations share time
† licensed power (given) not used
M,A,E,L—morn, aft, eve, late
§ local film newsreel
• local sports covered
... category unclaimed
x figure unspecified

NEW HAMPSHIRE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS Network	DAILY HOURS Local	LOCAL WEEKLY HOURS Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	NO. SHOWS DAILY News	Sports info	Feature films
KEENE	WKNE-TV	45	23kw	....	....	1957	*No data available*									
MANCHESTER	WMUR-TV	9	282kw	A,C	Forjoe	Mar '54	5	5	....	5	1	....	4	4§	2	L
MT. WASHINGTON	WMTW	(See POLAND SPRING, ME.)														

NEW JERSEY

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS Network	DAILY HOURS Local	LOCAL WEEKLY HOURS Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	NO. SHOWS DAILY News	Sports info	Feature films
NEWARK	WATV	(See NEW YORK)														

NEW MEXICO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS Network	DAILY HOURS Local	LOCAL WEEKLY HOURS Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	NO. SHOWS DAILY News	Sports info	Feature films
ALBUQUERQUE	KGGM-TV	13	89kw†	CBS	Weed	Oct '53	8	5	....	2	1	....	6	2§	1	L
	KOAT-TV	7	87kw	ABC	Hollingbery	Oct '53	2	7	1	14	10	....	19	1	1•	A,L
	KOB-TV	4	12kw	NBC	Branham	Nov '48	5	5	....	7	3	....	16	1§	1•	A,L
CARLSBAD	KAVE-TV	6	11.7kw	CBS	Branham	Aug '56	6	x	36	7	....	....	8	4§	2•	A,E,L
CLOVIS	KICA-TV	12	30.3kw	CBS	Pearson	Dec '56	*No data available*									
ROSWELL	KSWS-TV	8	316kw†	A,C,N	Meeker	Jun '53	x	x	4	3	7	2	....	4	2	.....

NEW YORK

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS Network	DAILY HOURS Local	LOCAL WEEKLY HOURS Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	NO. SHOWS DAILY News	Sports info	Feature films
ALBANY	WCDA	41	269kw	CBS	H,R&P	Oct '53	6	5	....	8	9	....	1	3§	—	M,E
	WRGB	(See SCHENECTADY)														
BINGHAMTON	WNBF-TV	12	166kw	A,C,N	Blair	Dec '49	11	6	....	3	5	—	8	5	1	A,L
BUFFALO	WBEN-TV	4	54kw	CBS	H,R&P	May '48	x	x	....	....	5	—	....	4	2	.....
	WBUF	17	500kw	NBC	NBC Spot	Aug '53	3	1	—	—	—	—	3	x	—	.....
	WGR-TV	2	100kw	ABC	PGW	Aug '54	15	2	..	¼	3	....	10	2§	2	A,L
CARTHAGE	WCNY-TV	7	178kw	A,C	Weed	Oct '54	5	4	....	10	1	—	9	4§	3	A,L
KINGSTON	WKNY-TV	66	24.4kw	.....	Meeker	May '54	*No data available*									
NEW YORK	WABC-TV	7	110kw	ABC	Blair	Aug '48	6	11	....	16	1	....	10	3§	....	A,L
	WABD	5	37.1kw	.....	Weed	Apr '40	....	16	....	15	10	—	28	4	1•	M,A,E,
	WATV	13	316kw	.....	Forjoe	May '48	....	14	....	9	½	....	10	2	x•	A,E,L
	WCBS-TV	2	42kw	CBS	CBS Spot	Jul '41	12	7	....	2	....	¼	6	7	1	M,E,L
	WOR-TV	9	131kw	.....	H-R	Oct '49	....	16	....	9	1	—	9	2	1•	A,E,L
	WPIX	11	100kw	.....	PGW	Jun '48	....	12	....	20	1	....	30	3§	1•	A
	WRCA-TV	4	30.2kw†	NBC	NBC Spot	Jul '41	12	6	....	4	5	1	5	6§	1	M,E,L
PLATTSBURGH	WPTZ-TV	5	20kw	A,N	Blair	Dec '54	13	3	1	5	10	½	12	4§	1	M,A,L
ROCHESTER	WHEC-TV#	10	124kw	A,C	Bolling; Everett-McK	Nov '53	x	x	—	½	1	....	4	x§	....	A,L
	WROC-TV	5	100kw	A,N	PGW	Jun '49	11	7	—	10	3	2	12	3§	1•	A,L
	WVET-TV#	10	124kw	A,C	Bolling Everett-McK	Nov '53	5	3	—	1	1	—	3	3§	—	E,L
SCHENECTADY	WRGB	6	93kw	NBC	NBC Spot	Nov '39	10	8	....	4	5	¼	—	1	—	.....
SYRACUSE	WHEN-TV	8	190kw	A,C	Katz	Dec '48	10	5		4	4	1	....	4§	2	L
	WSYR-TV	3	100kw	NBC	H,R&P	Feb '50	11	7	....	5	3	½	6	6§	1	M,A,L
UTICA	WKTV	13	316kw	A,C,N	Cooke	Dec '49	12	4	....	....	3	½	4	2§	2	L
WATERTOWN	WCNY-TV	(See CARTHAGE)														

SYMBOLS: # stations share time; † licensed power (given) not used; M,A,E,L—morn, aft, eve, late; § local film newsreel; • local sports covered; .... category unclaim; x figure unspecified

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NORTH CAROLINA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS Network	DAILY HOURS Local	LOCAL WEEKLY HOURS Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	NO. SHOWS DAILY News	Sports Info	Feature films
ASHEVILLE	WISE-TV	62	26.2kw	C,N	Bolling	Aug '53					*No data available*					
	WLOS-TV	13	170kw	ABC	V,R&McC	Sept '54	4	8	8	10	3	3	10	4§	—	A,L
CHARLOTTE	WBTV	3	100kw	CBS	CBS Spot	Jul '49	9	6	—	7	3	¼	11	4§	1	A,L
DURHAM	WTVD	11	316kw	ABC	Petry	Sept '54	10	5	4	3	3	3	6	3§	1	A,E,L
FAYETTEVILLE	WFLB-TV	18	13.2kw	A,C,N	Burn-Smith	Aug '55					*No data available*					
GREENSBORO	WFMY-TV	2	100kw	A,C	H,R&P	Sept '49	10	7	2	6	4	1	9	5§	1	A,L
GREENVILLE	WNCT	9	316kw	A,C	Hollingbery	Nov '53	x	x	3	11	—	2	9	4§	2	A,L
RALEIGH	WNAO-TV	28	183kw	A,C	Forjoe	Jul '53					*No data available*					
	WTVD	(See DURHAM)														
WASHINGTON	WITN	7	316kw	NBC	Headley-Reed	Sept '55	9	5	—	3	3	4	15	3§	2•	M,L
WILMINGTON	WMFD-TV	11	316	ABC	—	Apr '54	7	2		4	3	—	6	2§	—	L
WINSTON-SALEM	WSJS-TV	12	316kw	NBC	Headley-Reed	Sept '53	13	5		9	5	3	6	4§	2	A,E
	WTOB-TV	26	176kw†	ABC	V,R&McC	Sept '53	6	1	—	—	x	—	—	—	x	—

NORTH DAKOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS Network	DAILY HOURS Local	LOCAL WEEKLY HOURS Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	NO. SHOWS DAILY News	Sports Info	Feature films
BISMARCK	KBMB-TV	12	38kw	CBS	Weed	Nov '55	3	6	—	6	—	1	4	2	2•	E,L
	KFYR-TV	5	100kw	A,N	Blair	Dec '53	5	5	½	11	—	2	3	4§	1	L
DICKINSON	KDIX-TV	2	26kw	CBS	Holman	Oct '56	x	x	x	4	1	1	11	2	1	A,E,L
FARGO	KXJB-TV	(See VALLEY CITY)														
	WDAY-TV	6	66kw	A,N	PGW	Jun '53	7	4	x	—	x	1	16	2	2	L
GRAND FORKS	KNOX-TV	10	30kw	NBC	Rambeau	Dec '55			*No data available*							
MINOT	KCJB-TV	13	29.5kw	A,C,N	Weed	Apr '53	3	8		1	2	1	3	2	2•	A,E,L
VALLEY CITY	KXJB-TV	4	100kw	CBS	Weed	Aug '54	7	5	1	12	2	2	5	5§	2•	M,A,L
WILLISTON	KUMV-TV	8	50.9kw	A,N	Blair	Jan '57			(Satellite to KFYR-TV, BISMARCK, N.D.)							

OHIO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS Network	DAILY HOURS Local	LOCAL WEEKLY HOURS Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	NO. SHOWS DAILY News	Sports Info	Feature films
AKRON	WAKR-TV	49	213kw	ABC	Burke-Stuart	Jul '53	x	x	x	—	3	—	4	4§	1•	A,E,L
CANTON	WTLC	29	x	—	—	1957					*No data available*					
CINCINNATI	WCPO-TV	6	316kw	ABC	Blair	Jul '49	x	x	20	22	x	½	4	2	1	A,E,L
	WKRC-TV	12	316kw	CBS	Katz	Apr '49	11	7	5	10	—	.	8	6§	x•	A,L
	WLW-T	5	100kw	NBC	Crosley;NBC Spot	Feb '48	12	6		8	15		10	3§	x•	A,E,L
CLEVELAND	KYW-TV	3	100kw	NBC	PGW	Oct '48	x	x		½	5	—	11	7§	2•	M,A,L
	WERE-TV	65	x	—	—	1957					*No data available*					
	WEWS	5	93.3kw	ABC	Blair	Dec '47	x	x	1		10	—	9	4§	1•	A,L
	WJW-TV	**8**	**316kw**	**CBS**	Katz	Dec '49	12	6		6	3	—	6	4	2•	A,E,L
COLUMBUS	WBNS-TV	10	224kw	CBS	Blair	Oct '49	9	3	x	10	7	1	11	4§	1	L
	WLW-C	4	100kw	NBC	Crosley;NBC Spot	Apr '49	10	6	11	7		½	5	6	2	A,L
	WTVN-TV	6	100kw	ABC	Katz	Sept '49	5	11		9	3	—	9	3§	6•	M,E,L
DAYTON	WHIO-TV	7	316kw	CBS	Hollingbery	Feb '49	x	x		7	½	—	10	2§	2•	L
	WLW-D	2	100kw	A,N	Crosley;NBC Spot	Mar '49	10	3	—	7	x	1	7	6§	1•	L
LIMA	WIMA-TV	35	16kw	A,C,N	H-R	Apr '53	8	6	5	11	10	—	5	2	2	A,L
STEUBENVILLE	WSTV-TV	9	230.5kw	A,C	Avery-Knodel	Dec '53	11	6	4		3	½	9	4§	1	M,A,L
TOLEDO	**WSPD-TV**	**13**	**316kw**	**A,C,N**	Katz	Jul '48	8	4	—	3	4	3	15	5	1	L
YOUNGSTOWN	WFMJ-TV	21	175kw	NBC	Headley-Reed	Mar '53	x	x	—	x	4	.	—	7§	1	A,L
	WKBN-TV	27	178kw	A,C	Raymer	Jan '53	10	1	—	8	—	—	5	2§	1	M,A,L
ZANESVILLE	WHIZ-TV	18	20kw	A,C,N	Pearson	May '53	6	6	—	2	—	1	10	2§	2	L

SYMBOLS: # stations share time; † licensed power (given) not used; M,A,E,L—morn, aft, eve, late; § local film newsreel; • local sports covered; — category unclaimed; x figure unspecified

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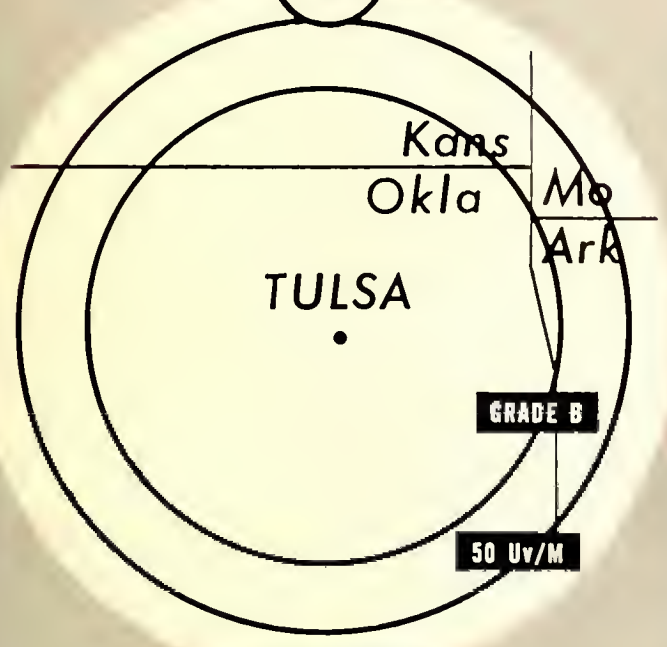
CHANNEL 2



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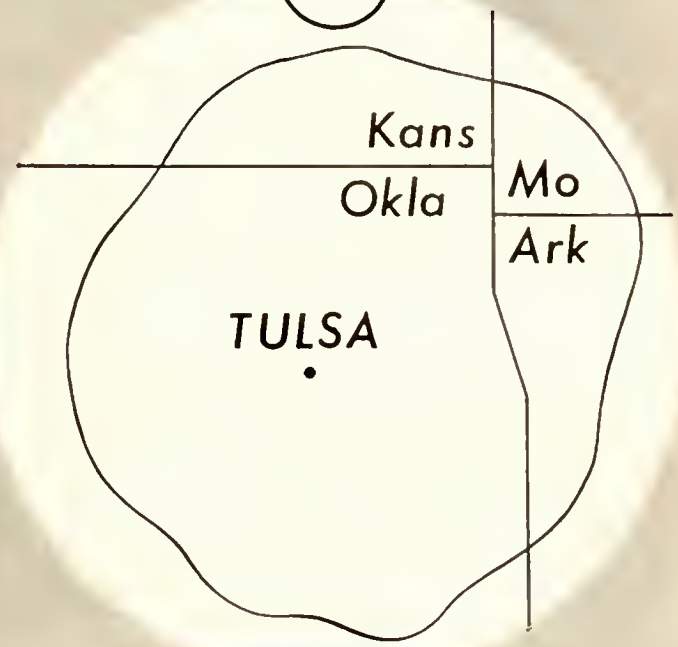

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Executive Vice-President

C. B. AKERS, *Manager*
KVOO-TV

GUSTAV K. BRANDBORG, *Manager*
KVOO-RADIO

OKLAHOMA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
DA	KTEN	10	252kw	A,C,N	V,R&McC	May '54	4	4		3	....	¼	x	3§	1•	A,E,L
RDMORE	KVSO-TV	12	27.3kw	NBC	Pearson	Sep '56	3	5		3	1	½	7	3	2•	.....
NID	KGEO-TV	5	100kw	ABC	Pearson	Jul '54	3	3	15	3	3	....	14	5§	1	L
AWTON	KSWO-TV	7	9.6kw	ABC	Pearson	Mar '53	4	4	½	3	1	....	10	3§	2•	A,L
USKOGEE	KTVX	(See TULSA)														
KLAHOMA CITY	KWTV	9	316kw	CBS	Avery-Knodel	Dec '53	6	5	..	3	3	4	9	5§	1	A,L
	WKY-TV	4	100kw	NBC	Katz	Jun '49	10	6	.	5	x	1	13	10§	1	A,L
ULSA	KOTV	6	100kw	CBS	Petry	Nov '49	12	6	3	7	3	2	4	7§	2•	A,L
	KTVX	8	316kw	ABC	Avery-Knodel	Sep '54	5	10		18	1	½	25	1§	1	L
	KVOO-TV	2	100kw	NBC	Blair	Dec '54	11	4	....	3	3	3	5	9§	2	L

OREGON

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
JGENE	KVAL-TV	13	56kw	NBC	Hollingbery	Apr '54	6	3		4	1		12	2	1	A,L
LAMATH FALLS	KOTI	2	13.5kw†	A,C,N	Blair	Aug '56	3	6		1	1	1	10	2	x	L
EDFORD	KBES-TV	5	29.2kw	A,C,N	Blair	Aug '53	6	4	5	3	3	1	14	2	.	A,L
ORTLAND	KLOR	12	316kw	.....	Hollingbery	Mar '55		11	x	11	3	2	26	1§	1	A.E,L
	KOIN-TV	6	100kw	CBS	CBS TV Spot	Sep '53	10	4	1	8	3	½	10	4§	1•	A.L
	KPTV	**27**	**1,000kw**	**NBC**	NBC Spot	Sep '52	10	3	....	8	3	1	1	3§	1	A,E,L

PENNSYLVANIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn-Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
TOONA	WFBG-TV	10	316kw	A,C,N	Blair	Mar '53	6	10		8	2	¼	3	3	1	A.E,L
THLEHEM	WLEV-TV	51	12.4kw	NBC	Meeker	May '53	x	x			.		.	2	2•	L
STON	WGLV	57	100kw	ABC	Headley-Reed	Aug '53	x	x	3	5			½	3§	2•	A,L
IE	**WICU**	**12**	**30kw**	**A,N**	Petry	Mar '49	10	8		5	6	¼	10	2§	2	A,L
	WSEE-TV	35	170kw	CBS	Avery-Knodel	Apr '54	8	5		8			5	2§	2	M,E,L
RRISBURG	WCMB-TV	27	240kw	.....	Gill-Perna	Sep '54		7	x	3		x	7	2§	1	A.E,L
	WHP-TV	55	241kw	CBS	Bolling	Apr '53	x	x		x			7	2§	2	A.L
	WTPA	71	220kw	ABC	H,R&P	Jul '53	x	x			3			3§	1	M,A,L
HNSTOWN	WARD-TV	56	91kw	A,C	Weed	Sep '53	3	6			1	2	5	4	2	E.L
	WJAC-TV	6	100kw	A,N	Katz	Sep '49	8	6	½	½		¼	10	6§	1	A.E.L
NCASTER	WGAL-TV	8	316kw	C,N	Meeker	Mar '49					*No data available*					
W CASTLE	WKST-TV	45	198kw	ABC	Everett-McK	Jan '57					*No data available*					
ILADELPHIA	WCAU-TV	10	316kw	CBS	CBS TV Spot	Mar '48	10	9	3	2	13	.	4	7§	2•	E,L
	WFIL-TV	6	100kw	ABC	Blair	Sep '47	4	13		20	3		30	3§	3•	A.L
	WPFH	(See WILMINGTON, DEL.)														
	WRCV-TV	3	100kw	NBC	NBC Spot	Sep '41	12	6		4	3	3	13	9§	x•	A.L
TTSBURGH	KDKA-TV	2	100kw	A.C,N	PGW	Jan '49	7	12	x	10	2	1	10	8§	1•	L
	WENS	16	200kw	A,C,N	Branham	Aug '53					*No data available*					
RANTON	WARM-TV	16	228kw	ABC	Bolling	Feb '54	4	8	x	7	3	1	10	3§	1	A.E,L
	WBRE-TV	(See WILKES-BARRE)														
	WGBI-TV	22	1,200kw	CBS	H-R	Jun '53	12	5		5	..		7	7§	1	E.L
	WILK-TV	(See WILKES-BARRE)														
LKES-BARRE	WBRE-TV	28	1,000kw	NBC	Headley-Reed	Jan '53					*No data available*					
	WILK-TV	34	1,000kw	ABC	Avery-Knodel	Sep '53	6	6		8	5	x	9	3§		A.L
RK	WNOW-TV	49	100kw†	NTA	Keller	Nov '53		4					5	2	1	E.L
	WSBA-TV	43	170kw†	ABC	Young	Dec '52	6	4	..	9	....	....	2	3	1	A.E,L

RHODE ISLAND

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
OVIDENCE	WJAR-TV	10	316kw	A,N	Weed	Jul '49	x	x		5	5	1		7§	2	A,L
	WPRO-TV	12	316kw	CBS	Blair	Mar '55					*No data available*					

WICU ★ A PACKED HOUSE EVERY PERFORMANCE

★★STARRING A HOST OF NATIONAL ACCOUNTS

THANKS TO THE *Petry* COMPANY ★★★

RATINGS CONSISTENTLY 20% AND MORE ABOVE THE NATIONAL AVERAGE

WICU ERIE, PA. CHANNEL **12**

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

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New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

SOUTH CAROLINA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	No. shows daily: News	Sports info	Feature films
IDERSON	WAIM-TV	40	207.5kw	A,C	Headley-Reed	Dec '53	6	4	.	..	3	½	6	2§	5•	M,A,E,L
IARLESTON	WCSC-TV	5	100kw	A,C	PGW	Jun '53	10	4	....	7	3	½	9	4§	2	A
	WUSN-TV	2	100kw	A,N	Weed	Sept '54	*No data available*									
)LUMBIA	**WIS-TV**	**10**	**269kw**	NBC	PGW	Nov '53	x	x	x	20	x	1	25	3§	2	A,L
	WNOK-TV	67	93.7kw	CBS	Raymer	Sept '53	8	4		8	....	....	3	2§	x•	A,L
ORENCE	WBTW	8	316kw	A,C,N	CBS TV Spot	Oct '54	5	3	....	5	..	½	12	3§	1	A,L
EENVILLE	WFBC-TV	4	100kw	NBC	Weed	Jan '54	12	6	....	4	3	1	21	3§	2•	M,A

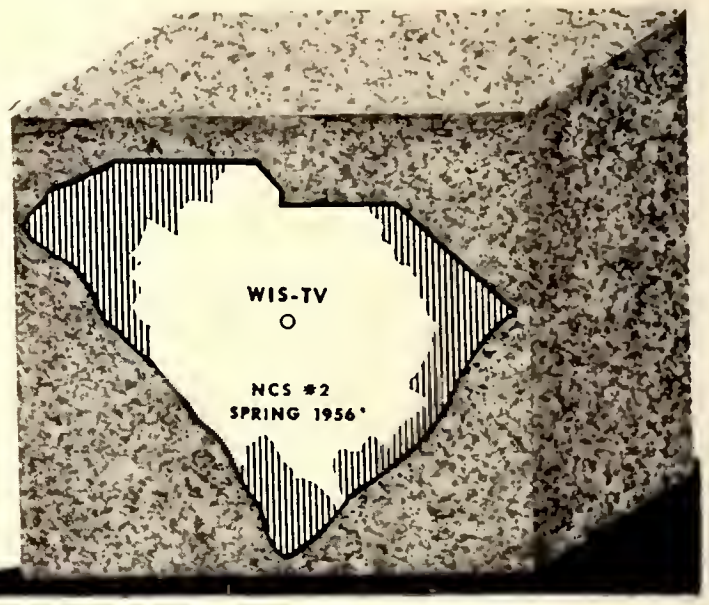
SOUTH DAKOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	No. shows daily: News	Sports info	Feature films
ORENCE	KDLO-TV	3	100kw	A,N	H-R	Sept '55	(Satellite to KELO-TV, Sioux Falls)									
PID CITY	KOTA-TV	3	75kw	A,C,N	Headley-Reed	Jul '55	3	3		7	2	2	11	2	2	L
)UX FALLS	KELO-TV	11	220kw	A,N	H-R	May '53	10	4	3	5	7	6	15	4§	2•	L

TENNESSEE

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	No. shows daily: News	Sports info	Feature films
ATTANOOGA	WDEF-TV	12	316kw	A,C	Branham	Apr '54	10	6	..	7	6	....	7	2§	1	A,L
	WRGP-TV	3	100kw	A,N	H-R	May '56	12	4	2	6	¼	1	7	4§	....	A,L
CKSON	WDXI-TV	7	86.7kw	CBS	Headley-Reed	Mar '55	4	6		5	3	1	6	2§	2	A,L
HNSON CITY	WJHL-TV	11	316kw	A,C	Pearson	Oct '53	x	x	x	8	3	1	4	4§	2	A,L
IOXVILLE	WATE-TV	6	100kw	NBC	Avery-Knodel	Oct '53	12	6		7	3	½	7	4§	2•	A,L
	WBIR-TV	10	316kw	CBS	Katz	Aug '56	9	8	....	½	3	1	10	2§	2	A,L
	WTVK	26	316kw	ABC	Pearson	Oct '53	6	3	5	10	....	....	4	2	2	L

CORNERSTONE
of successful TV campaigns in South Carolina — WIS-TV



AGAIN

ARB shows WIS-TV has —
25 of the top 30 shows
14 of the top 15 film shows
10 of the top 10 local live shows

(ARB Columbia, S. C., November, 1956)

WIS-TV
CHANNEL 10
COLUMBIA, SOUTH CAROLINA

NBC

WIS-TV ranks 1st in 132 of the 133 total weekday quarter-hours both Columbia stations telecast!

**NCS credits 29 of South Carolina's 46 counties to WIS-TV.*

President, G. Richard Shafto
Managing Director, Charles A. Batson

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

TENNESSEE *(continued)*

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
MEMPHIS	WHBQ-TV	13	316kw	ABC	H-R	Sept '53	11	6		5	4	½	5	7		A
	WMCT	5	100kw	NBC	Blair	Dec '48	11	5		4	8	1	22	7§	2•	
	WREC-TV	3	100kw	CBS	Katz	Jan '56					*No data available*					
NASHVILLE	WLAC-TV	5	100kw	CBS	Katz	Aug '54	12	5		6		1	3	2	x	A,L
	WSIX-TV	8	177kw	ABC	Hollinghery	Nov '53	6	10		10		5	14	2§	x	M,A,L
	WSM-TV	4	100kw	NBC	Petry	Sept '50	5	9		4	1		22	2§	1•	A,L

TEXAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
ABILENE	KPAR-TV	(See SWEETWATER)														
	KRBC-TV	9	27.5kw	NBC	Raymer	Aug '53	8	3	3	7	1	½	19	3§	2	A,E,L
AMARILLO	KFDA-TV	10	250kw	A,C	H-R	Apr '53	10	6		15	5		11	2§	2•	A,L
	KGNC-TV	4	100kw	NBC	Katz	Mar '53	10	8		8	1	1	13	1§	1	A,L
AUSTIN	KTBC-TV	7	316kw	A,C,N	Raymer	Nov '52	12	4	5	3	5	2	12	8	x	L
BEAUMONT	KFDM-TV	6	100kw	A,C	PGW	Apr '55	4	8	3	3	3	½	9	1	1	A,L
BIG SPRING	KBST-TV	4	13kw	CBS	Pearson	Jan '56	2	7		8	2	2	8	3	2	A,L
CORPUS CHRISTI	KVDO-TV	22	16.6kw†	A,C	Young	Jun '54	½	7	3		3	½	15	2§	2	A,L
DALLAS	KRLD-TV	4	100kw	CBS	Branham	Dec '49	12	6			1		10	1§	1	A,L
	WFAA-TV	8	316kw	A,N	Petry	Sept '49	6	2		8	5	2	23	1§	2•	M,A,L
EL PASO	KELT-TV	13	28.2kw	ABC	H-R	Sept '56	x	x	x	14	1			4	1•	L
	KROD-TV	4	62.2kw	A,C	Branham	Dec '52	10	5	5	5	3	1	10	3§	1	M,L
	KTSM-TV	9	55kw	NBC	Hollingbery	Jan '53	6	2	4	6	6		14	2§	1	A,L
(Licensed in Juarez, Mex.)	XEJ-TV	5	250kw		Natl Time Sls; Oakes	May '54	1	6	x	3	x	¼		1§	1•	A,L
FORT WORTH	KFJZ-TV	11	316kw†		Headley-Reed	Sept '55		11		5	1		9	1§	2•	A,E,L
	WBAP-TV	5	100kw	A,N	PGW	Sept '48	8	9	6	8	4	½	14	1§	2•	A,L
GALVESTON	KGUL-TV	11	263kw	CBS	CBS TV Spot	Mar '53	10	9	x	½		3	17	3	1	A,L
HARLINGEN	KGBT-TV	4	100kw	A,C	H-R	Oct '53	3	5		4	8	½	7	2	2	L
HOUSTON	KGUL-TV	(See GALVESTON)														
	KPRC-TV	2	100kw	NBC	Petry	Jan '49					*No data available*					
	KTRK-TV	13	316kw†	ABC	Hollingbery	Nov '54	5	12	13	19	¼	½	10	10§		M,A,E
LAREDO	KHAD-TV	8	2.14kw	A,C,N	Pearson	Jan '56	2	2	x	7	1		15	2	1	
LUBBOCK	KCBD-TV	11	100kw	A,N	Raymer	May '53	8	6		6	3	1	10	3	3	A,L
	KDUB-TV	13	316kw†	CBS	Branham	Nov '52	10	7		6	4	1	12	6§	2	L
LUFKIN	KTRE-TV	9	26kw	NBC	V,R&McC	Sept '55	8	2		½	3	¼	10	3	1	A
MIDLAND	KMID-TV	2	100kw	A,N	V,R&McC	Dec '53	9	5		5	8			3§	2•	M,E,L
ODESSA	KOSA-TV	7	102kw	CBS	Pearson	Jan '56					*No data available*					
SAN ANGELO	KTXL-TV	8	25kw	A,C,N	V,R &McC	Jul '53	4	7		12	2	x	7	3§	2	A,E,L
SAN ANTONIO	KCOR-TV	41	16.4kw		R. O'Connell	Jun '55		4	x	3	¼	½	3	1§	x	L
	KENS-TV	5	100kw	A,C	PGW	Feb '50	12	4	9	7	4	½	10	6§	1•	A,L
	WOAI-TV	4	100kw	NBC	Petry	Dec '49	12	5			x	½		6	2•	A,E,L
SWEETWATER	KPAR-TV	12	26kw†	CBS	Branham	Jan '56	8	9		6	5	1	16	6	2•	M,E,L
TEMPLE	KCEN-TV	6	100kw	NBC	Hollingbery	Nov '53	10	3		3	4	3	6	5	2	L
TEXARKANA	KCMC-TV	6	100kw	A,C	V,R&McC	Aug '53	11	4		6		2	8	5§	1	
TYLER	KLTV	7	316kw	A,C,N	H-R	Oct '54					*No data available*					
WACO	KCEN-TV	(See TEMPLE)														
	KWTX-TV	10	107kw	A,C	Pearson	Apr '55					*No data available*					
WESLACO	KRGV-TV	5	28.8kw	NBC	Pearson	Apr '54	x	x		1		¼		3§	1	E,L
WICHITA FALLS	KFDX-TV	3	100kw	A,N	Raymer	Apr '53	10	7		10	5	1	9	9	2	M,A,L
	KSYD-TV	6	100kw	CBS	Blair	Mar '53	x	x		x	3	1	4	2	1	A

UTAH

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn-Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
SALT LAKE CITY	KSL-TV	5	28.3kw	CBS	CBS TV Spot	Jun '49	12	4	6	6	2	½	14	1§	x•	A,L
	KTVT	4	30kw	NBC	Katz	Apr '48	12	6	½	5	10	2	12	6§	1•	M,A,E
	KUTV	2	45.7kw	ABC	Avery-Knodel	Sep '54	5	7	1	3	8	1	5	2	2•	A,E,L

SYMBOLS: # stations share time; † licensed power (given) not used; M,A,E,L—morn, aft, eve, late; § local film newsreel; • local sports covered; — category unclai; x figure unspecifi

VERMONT

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn-Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
URLINGTON	WCAX-TV	3	60kw†	CBS	Weed	Sept '54	8	6	x	8	3	2	5	3§	2	L

VIRGINIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn-Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
RISTOL	WCYB-TV	5	82.6kw	A,N	Weed	Sep '56	10	6	x	4	3	3	3	3§	2•	A,L
AMPTON	**WVEC-TV**	(See NORFOLK)														
ARRISONBURG	WSVA-TV	3	8.3kw	All	PGW	Oct '53	8	5	x	½	2	2	3	3	2	E,L
YNCHBURG	WLVA-TV	13	316kw	ABC	Hollingbery	Feb '53	11	7		10	3	2	2	2	....	M,E,L
ORFOLK	WAVY-TV	10	316kw	ABC	H-R	Jan '57	*No data available*									
	WTAR-TV	3	100kw	A,C	Petry	Apr '50	11	7	x	3		½	24	15§	1•	L
	WTOV-TV	27	19.6kw	.	McGillvra	Oct '53	*No data available*									
	WVEC-TV	**15**	**214kw**	**NBC**	Avery-Knodel	Sep '53	10	7		6	2	½	6	2	2	M,A,L
ETERSBURG	**WXEX-TV**	**8**	**316kw**	**NBC**	Forjoe	Aug '55	12	6			3	6	4	6§	2•	M,A,L
CHMOND	WRVA-TV	12	316kw	CBS	H,R&P	Apr '56	12	6	5	3	½	1	9	4§	1	A,L
	WTVR	6	100kw	ABC	Blair	Apr '48	18	....		12	3	3	x	7	3	M,L
	WXEX-TV	**(See PETERSBURG)**														
ANOKE	WDBJ-TV	7	316kw	CBS	PGW	Oct '55	11	6	5	10	3	½	4	5§	2	A,L
	WSLS-TV	10	316kw	A,N	Avery-Knodel	Dec '52	12	6	5	8	8	1	3	7§	1	L

WASHINGTON

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
LLINGHAM	KVOS-TV	12	38.5kw	CBS	Forjoe	Jun '53	2	x	....	6	....	....	15	2	....	A,E,L
SCO	KEPR-TV	19	11kw	A,C,N	Weed	Dec '54	(Satellite to KIMA-TV, YAKIMA)									
ATTLE	KING-TV	5	100kw	ABC	Blair	Nov '48	3	12		10	3	½	15	4§	1•	M,A,L
	KOMO-TV	4	100kw	NBC	NBC Spot	Dec '53	14	3	4	½	....	2	9	2§	x	A,L
	KTNT-TV	(See TACOMA)														
	KTVW	(See TACOMA)														
OKANE	KHQ-TV	6	100kw	NBC	Katz	Dec '52	9	6		15	1	¼	12	4§	x•	A,L
	KREM-TV	2	100kw	ABC	Petry	Nov '54	5	6	3	5		....	6	1	....	A,L
	KXLY-TV	4	48kw	CBS	Avery-Knodel	Feb '53	9	4		1	3	....	13	2§	....	A,L
COMA	KTNT-TV	11	316kw	CBS	Weed	Mar '53	12	9		8		1	5	2§	x•	A,L
	KTVW	13	100kw	.....	Hollingbery	Aug '53	....	12	5		15	....	14	1§	x•	A,L
NCOUVER	KVAN-TV	21	108kw		Bolling	1957	*No data available*									
KIMA	KIMA-TV	29	191kw	A,C,N	Weed	Jul '53	6	5	3	10	1	1	20	3§	1•	L
	KRSM	23	25kw	.....	.....	1957	*No data available*									

WEST VIRGINIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Par-tcptn	Local weekly hours: Chil-dren's	Local weekly hours: Home-makers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
UEFIELD	WHIS-TV	6	50kw	NBC	Katz	Sep '55	4	6		5	¼	½	6	3§	1	A,E,L
ARLESTON	WCHS-TV	8	316kw	CBS	Branham	Aug '54	11	5	....	½	3	1	5	2§	1	M,A,L
	WOAY-TV	(See OAK HILL)														
	WSAZ-TV	(See HUNTINGTON)														
IRMONT	WJPB-TV	35	20kw	NBC	Gill-Perna	Feb '54	5	5	x	3	5	....	6	5§	2•	A,L
NTINGTON	WHTN-TV	13	316kw	ABC	Petry	Oct '55	5	9	....	10	1	1	12	3§		A,E,L
	WSAZ-TV	3	100kw†	NBC	Katz	Nov '49	11	7	5	5	4	3	8	7§	3	L
K HILL	WOAY-TV	4	100kw	ABC	Pearson	Oct '54	2	7	....	4	2	1	10	3	1	E,L
RKERSBURG	WTAP	15	20kw†	A,C,N	Pearson	Nov '53	8	2	x	....		....	14	4	1•	L
EELING	WSTV-TV	(See STEUBENVILLE, OHIO)														
	WTRF-TV	7	317kw	A,N	Hollingbery	Oct '53	11	5	....	11	9	½	16	3§	1	L

WISCONSIN

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
EAU CLAIRE	WEAU-TV	13	150kw	A,N	Hollingbery	Dec '53	x	x		2		½		2		L
GREEN BAY	WBAY-TV	2	100kw	CBS	Weed	Mar '53	9	4		3	3	5	2	3§	1	A,L
	WFRV-TV	5	100kw	A,C	Headley-Reed	Jun '55	7	4	2	4	4		2	3	1	A,E,L
	WMBV-TV	(See MARINETTE)														
LA CROSSE	WKBT	8	251kw	A,C,N	H-R	Aug '54	4	3		3		1	5	10	6•	E,L
MADISON	WISC-TV	3	100kw	CBS	PGW	Jun '56	10	7		5	3	5	10	1§		A,L
	WKOW-TV	27	204kw	NBC	Headley-Reed	Jul '53	5	6		8	4	3	6	3	x	A,E,L
	WMTV	33	196kw	NBC	Young	Jul '53	9	10		12	10	4		2§	1	A,E,L
MARINETTE	WMBV-TV	11	210kw	NBC	V,R&McC	Sep '54	11	6	½	8	8	1	8	4§	2	A,L
MILWAUKEE	WISN-TV	12	316kw	ABC	Petry	Oct '54	6	9	x	12	2	2	25	8§	2•	M,A,L
	WITI-TV	6	100kw	NTA	Branham	May '56		9	1	7			12	2	1	A,E,L
	WTMJ-TV	4	100kw	NBC	H,R&P	Dec '47	10	7	x				x	x		L
	WXIX	19	263kw	CBS	CBS TV Spot	Oct '53	9	7	1	3	½		13	4§	2	M,A,L
SUPERIOR-DULUTH, MINN.	KDAL-TV	(See DULUTH, MINN.)														
	WDSM-TV	6	100kw	NBC	PGW	Mar '54	12	4	x	11	3	½	7	2§	1•	A,L
WAUSAU	WSAU-TV	7	100kw	A,C,N	Meeker	Oct '54	6	5		8	2	5	14	3	2	A,L

WYOMING

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
CHEYENNE	KFBC-TV	5	100kw	A,C,N	Hollingbery	Mar '54	x	x	2	3	1		7	1	1	A,L
RIVERTON	KWRB-TV	10	61kw		..	Jul '57					*No data available*					

ALASKA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
ANCHORAGE	KENI-TV	2	5.3kw	A,N	Fletcher	Dec '53	5	3		14	2		5	1§	–	A,L
	KTVA	11	3.2kw	CBS	Alaska Sales	Dec '53	4	5	x	6	5		8	2§	1	E,L
FAIRBANKS	KFAR-TV	2	6kw	A,N	Fletcher	Mar '55	3	6		6	1		4	2§	1	A,L
	KTVF	11	11kw	CBS	Alaska Sales	Feb '55	5	3		8			49	2§	2	A,L
JUNEAU	KINY-TV	8	150kw	CBS	Alaska Sales	Feb '56		4	½	3	x		5	1	1	L

HAWAII

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feature films
HILO	KHBC-TV	9	1kw	CBS	PGW	May '55	(Satellite to KGMB-TV, HONOLULU)									
HONOLULU	KGMB-TV	9	104kw	CBS	PGW	Dec '52	x	x	6		3			2§	1	A,E,L
	KONA	2	60kw	NBC	NBC Spot	Nov '52	x	x		5	1		8	1§	–	A,E
	KULA-TV	4	26kw	ABC	Young	Apr '54	x	x		8			9		–	A,E,L
WAILUKU	KMAU	3	6kw			Apr '55	(Satellite to KGMB-TV, HONOLULU)									

PUERTO RICO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Daily hours: Network	Daily hours: Local	Local weekly hours: Partcptn	Local weekly hours: Children's	Local weekly hours: Homemakers	Local weekly hours: Farm	Local weekly hours: Syn. Film	No. shows daily: News	No. shows daily: Sports info	No. shows daily: Feat film
MAYAGUEZ	WORA-TV	5	30kw	A,C	Young	Sep '55			*No data available*							
SAN JUAN	WAPA-TV	4	56kw	A,N	Caribbean	May '54			*No data available*							
	WKAQ-TV	2	100kw	CBS	Inter-American	Mar '54	x	x	4	8	3			2§	1•	A,L

CANADA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS Network	DAILY HOURS Local	LOCAL WEEKLY HOURS Par-tcptn	Chil-dren's	Home-makers	Farm	Syn. Film	NO. SHOWS DAILY News	Sports Info	Feature films
ALBERTA																
LGARY	CHCT-TV	2	100kw	CBC	Weed; All-Can	Sep '54	4	5	x	½	8	½	6	3§	3	L
MONTON	CFRN-TV	3	180.3kw	CBC	CSR; Oakes	Oct '54	6	5	.	½	5	½	....	2§	1•	A,L
THBRIDGE	CJLH-TV	7	171kw	CBC	Weed; All-Can	Nov '55	6	1	....	2	..	.	13	1§	1	L
BRITISH COLUMBIA																
NCOUVER	CBUT	2	89.4kw	CBC	.....	Dec '53	6	5	....	1	5	½	22	2§	1•	A
MANITOBA																
ANDON	CKX-TV	5	19kw	CBC	Weed; All-Can	Jan '55			*No data available*							
NNIPEG	CBWT	4	56kw	CBC	.....	May '54	6	5	....	1	5	½	22	2§	1•	A
NEW BRUNSWICK																
ONCTON	CKCW-TV	2	25kw	CBC	Stovin	Dec '54	5	5	....	3	6	....	16	3§	1•	L
JOHN	CHSJ-TV	4	100kw	CBC	Weed; All-Can	Mar '54	x	x	....	2	....	....	10	2§	....	L
NEWFOUNDLAND																
JOHN'S	CJON-TV	6	21kw	A,C,N;C	Weed; All-Can	Sep '55	6	2	x	3	3	½	10	2§	1•	E,L
NOVA SCOTIA																
LIFAX	CBHT	3	100kw	CBC	.....	Dec '54	6	5	....	1	5	½	22	2§	1•	A
ONEY	CJCB-TV	4	180kw	CBC	Weed; All-Can	Oct '54	4	3	....	x	....	....	10	2	....	L
ONTARIO																
RRIE	CKVR-TV	3	14kw	.....	CSR; Mulvihill	Sep '55	5	2	....	3	x	½	3	2	1	A
MILTON	CHCH-TV	11	100kw	CBC	CSR; All-Can	Jun '54			*No data available*							
NGSTON	CKWS-TV	11	257kw	CBC	Weed; All-Can	Dec '54	5	6	....	....	8	½	6	4§	3	A,L
CHENER	CKCO-TV	13	57.5kw	CBC	Weed; Hardy	Mar '54	5	4	½	2	5	1	9	4§	2	A,L
NDON	CFPL-TV	10	325kw	CBC	Weed; All-Can	Nov '53	4	3	x	3	5	½	10	6§	2	A,L
RTH BAY	CKGN-TV	10	52.5kw	CBC	CSR; Mulvihill	Dec '55	3	2	x	1	6	....	....	3§	2	E,L
TAWA	CBOFT	9	55kw	CBC	.....	Jun '55	6	5	....	1	5	½	22	2§	1•	A
	CBOT	4	50kw	CBC	.....	Jun '53	6	5	....	1	5	½	22	2§	1•	A
TERBOROUGH	CHEX-TV	12	260kw	CBC	Weed; All-Can	Mar '55			*No data available*							
RT ARTHUR	CFPA-TV	2	5.5kw	CBC	Weed; All-Can	Oct '54	6	1	....	....	....	....	5	....	x	E
ULT STE. MARIE	CJIC-TV	2	28kw	CBC	Weed; All-Can	Nov '54			*No data available*							
OBURY	CKSO-TV	5	2kw	CBC	Weed; All-Can	Oct '53	x	x	....	½	8	....	12	5	2	A,L
AMINS	CFCL-TV	6	18.5kw	CBC	McGillv.;Renaud	Jul '56	5	3	....	½	2	....	....	2§	2	L
RONTO	CBLT	9	99.5kw	CBC	.....	Sep '52	6	5	....	1	5	½	22	2§	1•	A
NDSOR	CKLW-TV	9	325kw	C,D	Young; All-Can	Sep '54	3	7	10	5	2	....	18	3§	x	A,E,L
NGHAM	CKNX-TV	8	36kw	CBC	All-Can	Nov '55	5	6	3	4	3	2	1	2§	2	E,L
PRINCE EDWARD ISLAND																
ARLOTTETOWN	CFCY-TV	13	79kw	CBC	Weed; All-Can	Jul '56	6	2	....	6	3	1	6	2§	1	E,L
QUEBEC																
NQUIERE	CKRS-TV	12	42kw	Fr	CSR; Hardy	Dec '55	4	x	....	....	2	....	....	2	x	L
NTREAL	CBFT	2	100kw	CBC	.....	Sept '52	6	5		1	5	½	22	2§	1•	A
	CBMT	6	43.8kw	CBC	.....	Jan '54	6	5		1	5	½	22	2§	1•	A
EBEC	CFCM-TV	4	12.7kw	CBC	Weed; Hardy	Jul '54	x	x	....	4	4	....	13	4	1•	A,L
OUSKI	CJBR-TV	3	60.5kw	Fr	CSR; Stovin	Nov '54	5	2	x	2	2	½	4	2§	1•	L
ERBROOKE	CHLT-TV	7	300kw	Fr	CSR; Hardy	Aug '56	5	3		7	2	....	6	2§	2	A,L
SASKATCHEWAN																
INA	CKCK-TV	2	100kw	CBC	Weed; All-Can	Jul '54	x	3	..	3	5	½	13	3§	2	A,L
KATOON	CFQC-TV	8	100kw	A,C,N;C	CSR; Reps Ltd.	Dec '54	4	3	13	1	5	1	10	2§	2	....

SECTION

4

Television Category Directory

farm PAGE 142

Detailed analysis of farm programing for 273 stations in this category.

feature film PAGE 146

Time periods in which feature films are scheduled. Also name of buyer.

film & slide data PAGE 152

Size & type of slides, type of projector, film size, commercial contact.

homemaking PAGE 158

Analysis of special offerings by categories of interest to women.

special appeals PAGE 161

Stations with special programs for Negro, foreign language audiences.

sports PAGE 162

Regularly featured events on 410 stations indicating network, live or film.

studio facilities PAGE 170

Giving four types of permanent sets, color data, remotes, rear view screen.

farm

symbols

* indicates farm director is member National Assoc. Radio & Tv Farm Directors

† indicates station receives program material from the U. S. Dept. of Agriculture

● Regularly scheduled farm programs are reported by 273 stations, some 53% of all respondents to the 1957 Buyers' Guide questionnaires. This compares with 245 stations reporting similar programing in 1956. The U. S. Department of Agriculture offers program material for use by television stations. Many more stations report employment of farm directors this year than last. According to the 1957 survey, 67 stations have such directors while only 55 stations had them in 1956. This refers to those who are members of the National Association of Radio & TV Farm Directors. Types of programing featured include market news, weather reports, interviews, demonstrations, 4-H, farm tips, livestock shows, fairs, special events.

ALABAMA

BIRMINGHAM
*WABT....½ hr weekly—farm news, market
WBRC-TV....3 hrs weekly—4-H, market, weather

DECATUR
WMSL-TV....½ hr weekly—market, weather

MOBILE
WALA-TV....¼ hr weekly—extension

MONTGOMERY
WSFA-TV....2 hrs weekly—extension, market

ARIZONA

PHOENIX
KOOL-TV....½ hr weekly market, weather
†KPHO-TV....1 hr weekly—markets, USDA films
KTVK....½ hr weekly—extension
KVAR....½ hr weekly—extension, daily farm news, market, weather

TUCSON
KVOA-TV....¼ hr weekly—extension

YUMA
KIVA....1 hr weekly—markets

ARKANSAS

EL DORADO
KRBB....1 hr weekly local news, market, weather

FT. SMITH
KFSA-TV....¼ hr weekly

LITTLE ROCK
*KARK-TV....2 hrs weekly—extension, market, weather
*KTHV....½ hr weekly—extension, market, weather

TEXARKANA
*KCMC-TV....1 hr weekly—daily farm reports

CALIFORNIA

BAKERSFIELD
KERO-TV....1 hr weekly—extension, market, weather

CHICO
KHSL-TV....½ hr weekly—extension, weather

EUREKA
KIEM-TV ¼ hr weekly—extension

FRESNO
*KFRE-TV....2 hrs weekly—extension, film, interviews, market, news, weather
KJEO-TV....2 hrs weekly—demonstrations, frost warnings, market, news
KMJ-TV....1 hr weekly—extension, market, 4-H, news, weather, F.F.A.
KVVG....¼ hr weekly—market news, weather

LOS ANGELES
*KRCA....2 hrs weekly—market, weather

REDDING
KVIP....¼ hr weekly—extension, market, weather

SACRAMENTO
KBET-TV....3 hrs weekly—extension, market, weather
KCCC-TV....3 hrs weekly—extension, market, State Dept. of Agriculture, 4-H, weather, F.F.A.
KCRA-TV....3 hrs weekly—extension, market, road reports, weather

SALINAS
KSBW-TV....2 hrs weekly—market, weather

SAN DIEGO
KFMB-TV....1 hr weekly—extension, market

SAN FRANCISCO
KPIX....1 hr weekly—farm features, market, weather
KRON-TV....1 hr weekly—landscaping

SANTA BARBARA
KEY-T....3 hrs weekly—market, weather

STOCKTON
KOVR....3 hrs weekly—extension, 4-H, market, F.F.A.

COLORADO

COLORADO S'PNGS
KKTV....½ hr weekly—extension, gardening, market

DENVER
KLZ-TV....½ hr weekly—market, weather

PUEBLO
KCSJ-TV....1 hr weekly—market & ditch report

CONNECTICUT

HARTFORD
WNBC....1 hr weekly—market, weather

DISTRICT OF COLUMBIA

WASHINGTON
WRC-TV....¼ hr weekly—market, news

FLORIDA

JACKSONVILLE
WMBR-TV....1 hr weekly—agricultural information, market news, University of Florida

ORLANDO
WDBO-TV....¼ hr weekly—weather

PENSACOLA
WEAR-TV....½ hr weekly—market news

TAMPA
*WFLA-TV....1 hr weekly—extension, farm news, interviews, market, weather
WTVT....1 hr weekly—market, weather

GEORGIA

ATLANTA
WAGA-TV....½ hr weekly—4-H
WLW-A....1 hr weekly—demonstrations, extension, market, weekly farm summaries

GEORGIA (cont.)

AUGUSTA
*WJBF....1 hr weekly—films, featuring different counties each week, extension, market, weather
WRDW-TV....3 hrs weekly—market, weather

COLUMBUS
*WDAK-TV....2 hrs weekly—market, news
WRBL-TV....½ hr weekly—extension, market, weather

SAVANNAH
WSAV-TV....1 hr weekly—extension, local filming of good farming, market, weather
WTOC-TV....2 hrs weekly—extension, market, weather

THOMASVILLE
WCTV....3 hrs weekly—extension, general news, market, weather

IDAHO

BOISE
KBOI-TV....1 hr weekly—extension, weather
KIDO-TV....¼ hr weekly—interviews, market

IDAHO FALLS
KID-TV....½ hr weekly—weather

TWIN FALLS
KLIX-TV....1 hr weekly—extension, market, weather

ILLINOIS

CHAMPAIGN
WCIA....3 hrs weekly—extension, market, news, weather

CHICAGO
†*WBBM-TV....1 hr weekly—livestock estimates, market, news films, U. S. Dept. of Agriculture, weekly reviews of livestock, weather
*WGN-TV....½ hr weekly—extension, market, weather
*WNBQ....2 hrs weekly—extension, film features, market news, weather

HARRISBURG
WSIL-TV....1 hr weekly—extension, market

PEORIA
WTVH....½ hr weekly—market reports

QUINCY
WGEM-TV....1 hr weekly—extension, market, weather

ROCKFORD
*WREX-TV....2 hrs weekly—extension, interviews with county agents, markets, news, safety, weather

ROCK ISLAND
*WHBF-TV....1 hr weekly—extension, market reports, safety

SPRINGFIELD
*WICS....3 hrs weekly—market news

INDIANA

ELKHART
*WSJV-TV....3 hrs weekly—county agent interviews, extension, market, weather

EVANSVILLE
WEHT....5 hrs weekly—
WFIE-TV....1 hr weekly—extension, market, weather
WTVW....2 hrs weekly—extension, market, weather

FT. WAYNE
WIN-T....1 hr weekly—extension
*WKJG-TV....1 hr weekly—extension, market

INDIANAPOLIS
*WFBM-TV....2 hrs weekly—county agent, extension, market, weather
WISH-TV....2 hrs weekly—extension, market

SOUTH BEND
WSBT-TV....1 hr weekly—extension, market, weather

IOWA

CEDAR RAPIDS
KCRG-TV....¼ hr weekly—market
*WMT-TV....1 hr weekly—crops, livestock shows, fairs, extension, interviews, market, special events, weather

DAVENPORT
WOC-TV....1 hr weekly—extension, interviews, market

DES MOINES
KRNT-TV....2 hrs weekly—market, news, weather
*WHO-TV....2 hrs weekly—extension, market, weather
*WOI-TV....5 hrs weekly—demonstration, extension, farm service, market, Iowa State College

FT. DODGE
KQTV....½ hr weekly—extension, market, weather

MASON CITY
*KGLO-TV....2 hrs weekly—features, interviews, market, news, trends, weather

OTTUMWA
KTVO....3 hrs weekly—extension, feature farm safety, 4-H, market, weather

SIOUX CITY
KTIV....3 hrs weekly—extension, market, weather
KVTV....2 hurs weekly—extension, market

WATERLOO
*KWWL-TV....3 hrs weekly—extension, market, weather

KANSAS

GREAT BEND
KCKT-TV....4 hrs weekly—extension, market, weather

PITTSBURG
KOAM-TV....2 hrs weekly—extension, market, news

TOPEKA
*WIBW-TV....3 hrs weekly—extension, Farm Bureau, filmed events, interviews, market, State Bd. of Agriculture, weather

WICHITA
KAKE-TV....1 hr weekly—extension, market, weather
*KARD-TV....4 hrs weekly—extension, market, weather
*KTVH....1 hr weekly—county agents, general agriculture, new ideas, 4-H, state progress

KENTUCKY

LEXINGTON
WLEX-TV....½ hr weekly—farm & market reports

LOUISVILLE
WAVE-TV....1 hr weekly—farm operations
WHAS-TV 3 hrs weekly—market, weather

LOUISIANA

ALEXANDRIA
KALB-TV....2 hrs weekly—county agent, extension, market, weather

BATON ROUGE
WBRZ....½ hr weekly—extension, weather

LAFAYETTE
KLFY-TV....½ hr weekly—market

MONROE
KNOE-TV....1 hr weekly—county agents, extension, market, weather

NEW ORLEANS
WDSU-TV....½ hr weekly—morning reports by Agriculture Dept. representatives

SHREVEPORT
KSLA-TV....2 hrs weekly—extension, market, weather

MAINE

BANGOR
WABI-TV....1 hr weekly—extension, market

PORTLAND
*WCSH-TV....½ hr weekly—Agriculture Department., Experiment Station, extention, features, market

MARYLAND

BALTIMORE
WAAM....½ hr weekly—extension, market, weather
*WBAL-TV....½ hr weekly—roundup

SALISBURY
WBOC-TV....1 hr weekly—local market news

MASSACHUSETTS

BOSTON
WBZ-TV....½ hr weekly—extension, market, produce prices, weather

PITTSFIELD
WMGT....½ hr weekly—agricultural developments, extension, features

MICHIGAN

ANN ARBOR
WPAG-TV....½ hr weekly—extension, interviews, market

CADILLAC
WWTV....½ hr weekly—

DETROIT
*WWJ-TV....1 hr weekly—films, local news, market reports & analysis, special events

GRAND RAPIDS
WOOD-TV....1 hr weekly—extension, market, weather

KALAMAZOO
*WKZO-TV....½ hr weekly—extension, markets, stock & grain prices

MINNESOTA

AUSTIN
KMMT....½ hr weekly—extension, market, weather

DULUTH-SUPERIOR
WDSM-TV....½ hr weekly—equipment, extension, safety

MINNEAPOLIS-ST. PAUL
WCCO-TV....2 hrs weekly—equipment, extension, farming tips, market
WTCN-TV....½ hr weekly—extension, market, weather

ROCHESTER
*KROC-TV....½ hr weekly—extension, local events, market, weather

MISSISSIPPI

COLUMBUS
WCBI-TV....¼ hr weekly

HATTIESBURG
WDAM-TV....¼ hr weekly—4-H, weather

JACKSON
WJTV....½ hr weekly—extension
*WLBT....3 hrs weekly—county agents, extension, farm-family of the week, 4-H, market, weather

MERIDIAN
WTOK-TV....1 hr weekly—extension

TUPELO
WTWV....1 hr weekly—extension, market, weather

MISSOURI

COLUMBIA
KOMU-TV....2 hrs weekly — extension, farming tips, market, weather

HANNIBAL
*KHQA-TV....1 hr weekly—demonstrations by county agents, extension, market, weather

KANSAS CITY
*KCMO-TV....1 hr weekly—extension, market, weather
WDAF-TV....½ hr weekly—market, news

ST. JOSEPH
*KFEQ-TV....1 hr weekly—extension, 4-H, market, weather, F.F.A.

SPRINGFIELD
KTTS-TV....2 hrs weekly—market, weather

MONTANA

BUTTE
KXLF-TV....2 hrs weekly—

GREAT FALLS
*KFBB-TV....2 hrs weekly—auction, hereford shows & sales, extension, market, special events, weather

MISSOULA
KMSO-TV....3 hrs weekly—extension, market, weather

NEBRASKA

HASTINGS
KHAS-TV....4 hrs weekly—interviews, market, weather

KEARNEY
*KHOL-TV....3 hrs weekly—extension, market, weather

LINCOLN
*KOLN-TV....1 hr weekly—calendar, extension, grain prices, market news

OMAHA
KMTV....1 hr weekly—market, news
*WOW-TV....3 hrs weekly—extension, farm course with University of Nebraska & Iowa State College, market, weather

NEW MEXICO

ROSWELL
KSWS-TV....2 hrs weekly—county agent, extension

NEW YORK

NEW YORK
WCBS-TV....¼ hr weekly—weather, including general
*WRCA-TV....1 hr weekly—film features, market

PLATTSBURGH
WPTZ-TV....½ hr wekly—extension

ROCHESTER
WROC-TV 2 hrs weekly—film, market, weather

SCHENECTADY
WRGB....¼ hr weekly—service

SYRACUSE
WHEN-TV....1 hr weekly—extension
WSYR-TV....½ hr weekly—extension, market, weather

UTICA
WKTV....½ hr weekly—extension

NORTH CAROLINA

ASHEVILLE
WLOS-TV....3 hrs weekly—county agents, demonstrations, extension, market, N.C. & S.C. colleges

CHARLOTTE
WBTV....¼ hr weekly

DURHAM
WTVD....3 hrs weekly extension, market, weather

GREENSBORO
WFMY-TV....1 hr weekly—extension, market

GREENVILLE
WNCT....2 hrs wekly extension, 4-H, market, news, F.F.A.

WASHINGTON
WITN....4 hrs weekly—extension, market, news, weather

WINSTON-SALEM
*WSJS-TV....3 hrs weekly—extension, market, weather

NORTH DAKOTA

BISMARCK
KBMB-TV....1 hr weekly—extension, live stock & grain market, news, N. D. Agricultural College
KFYR-TV....2 hrs weekly—market, weather

DICKINSON
KDIX-TV....1 hr weekly—extension, market, weather

FARGO
*WDAY-TV....1 hr weekly—extension, market, weather

MINOT
KCJB-TV....1 hr weekly—extension, future farmers, 4-H, livestock & grain market, N. D. Agricultural College

VALLEY CITY
*KXJB-TV....2 hrs weekly—extension, market, weather

OHIO

CINCINNATI
WCPO-TV....½ hr weekly—farm safety, livestock & grain prices

COLUMBUS
*WBNS-TV....1 hr weekly — "Farmtime" show covering extension, market & weather
WLW-C....½ hr weekly—extension, Ohio State University

DAYTON
WLW-D....1 hr weekly — market, news, weather

STEUBENVILLE
WSTV-TV....½ hr weekly—demonstrations, extension, market

TOLEDO
WSPD-TV....3 hrs weekly—county agents, demonstrations, 4-H, Soil Conservation, F.H.A.

ZANESVILLE
WHIZ-TV....1 hr weekly—extension, market, weather

OKLAHOMA

ADA
KTEN....¼ hr weekly—weather

ARDMORE
KVSO-TV....½ hr weekly

OKLAHOMA CITY
*KWTV....4 hrs weekly—extension, market, 4-H, Soil Conservation, Oklahoma A. & M. College, weather, F.F.A.
*WKY-TV....1 hr weekly—extension, market, weather

TULSA
†*KOTV....2 hrs weekly—extension, films, interviews, news, USDA
KTVX....½ hr weekly—extension
*KVOO-TV....3 hrs weekly—extension, livestock, market, soil, weather

OREGON

KLAMATH FALLS
KOTI....1 hr weekly—county agent report, extension, weather

MEDFORD
KBES-TV....1 hr weekly—county offices, extension

PORTLAND
KLOR....2 hrs weekly—market, weather
†*KOIN-TV....½ hr weekly — educational with experts from State colleges, USDA & private, extension, market, weather
KPTV....1 hr weekly—extension

PENNSYLVANIA

ALTOONA
WFBG-TV....¼ hr weekly—extension

ERIE
WICU....¼ hr weekly—F.F.A.

HARRISBURG
*WCMB-TV....1 hr weekly

JOHNSTOWN
WARD-TV....2 hrs weekly—films
WJAC-TV....¼ hr weekly—extension

PHILADELPHIA
WRCV-TV....3 hrs weekly—general farm farm & garden information, market, weather

PITTSBURGH
KDKA-TV....1 hr weekly

SCRANTON
*WARM-TV....1 hr weekly—extension, market, weather

PROVIDENCE
WJAR-TV....1 hr weekly—market news

SOUTH CAROLINA

ANDERSON
WAIM-TV....½ hr weekly—extension

CHARLESTON
WCSC-TV....½ hr weekly—local farm topics, news

COLUMBIA
WIS-TV....1 hr weekly—extension, market, weather

FLORENCE
WBTW....½ hr weekly—extension, market

GREENVILLE
*WFBC-TV....1 hr weekly—extension, market, weather

SOUTH DAKOTA

RAPID CITY
*KOTA-TV....2 hrs weekly—local livestock sales, market, weather

SIOUX FALLS
KELO-TV....6 hrs weekly—extension, market news

TENNESSEE

CHATTANOOGA
WRGP-TV....1 hr weekly—extension

JACKSON
WDXI-TV....1 hr weekly—interviews, market, weather

JOHNSON CITY
WJHL-TV....1 hr weekly—extension, weather

KNOXVILLE
WATE-TV....½ hr weekly—extension, market
WBIR-TV....1 hr weekly—extension, market, weather

MEMPHIS
WHBQ-TV....½ hr weekly—market
*WMCT....1 hr weekly—extension, farm personalities & families, local stockyards, market

NASHVILLE
WLAC-TV....1 hr weekly extension, market, news, weather
WSIX-TV....5 hrs weekly—market, weather

TEXAS

ABILENE
KRBC-TV....½ hr weekly—demonstrations, interviews, news, weather

TEXAS (cont.)

AMARILLO
*KGNC-TV....1 hr weekly all categories

AUSTIN
KTBC-TV....2 hrs weekly extension, market, weather

BEAUMONT
KFDM-TV....½ hr weekly extension

BIG SPRING
KBST-TV....2 hrs weekly extension, market, weather

CORPUS CHRISTI
KVDO-TV....½ hr weekly

DALLAS
†WFAA-TV....2 hrs weekly—county & state agriculture film services, extension, market, weather, USDA

EL PASO
KROD-TV....1 hr weekly
XEJ-TV....¼ weekly—weather

FT. WORTH
*WBAP-TV....½ hr weekly—extension, market

GALVESTON
KGUL-TV....3 hrs weekly—market, weather

HARLINGEN
KGBT-TV....½ hr weekly—extension, market

HOUSTON
*KTRK-TV....½ hr weekly—extension, market, weather

LUBBOCK
KCBD-TV....1 hr weekly—extension, market, news, weather
KDUB....1 hr weekly—extension, market, weather

LUFKIN
KTRE-TV....¼ hr weekly -extension, market, weather

SAN ANGELO
KTXL-TV....1 hr weekly—news

SAN ANTONIO
KCOR-TV....½ hr weekly—films
*KENS-TV....½ hr weekly—interviews, local & regional farm & range news
WOAI-TV....½ hr weekly—market, weather

SWEETWATER
KPAR-TV....1 hr weekly—extension, market, weather

TEMPLE
KCEN-TV....3 hrs weekly—demonstrations, extension, interviews, market, weather

TEXARKANA
*KCMC-TV....2 hrs weekly—demonstrations, extension, field reports, market, weather

WESLACO
KRGV-TV....¼ hr weekly—extension, interviews, market

WICHITA FALLS
KFDX-TV....1 hr weekly — discussions, weather
KSYD-TV....1 hr weekly—counselor, market

UTAH

SALT LAKE CITY
KSL-TV....½ hr weekly—weather
KTVT....2 hrs weekly—extension, market, price reports, Utah State Agricultural College
KUTV....1 hr weekly—market, weather

BURLINGTON
*WCAX-TV....2 hrs weekly extension, farm problems, market, weather

VIRGINIA

BRISTOL
*WCYB-TV....3 hrs weekly extension, market, weather

HARRISONBURG
*WSVA-TV....2 hrs weekly extension, interviews with farmers & their families on the farms, market, weather

LYNCHBURG
WLVA-TV....2 hrs weekly extension, V.P.I.

NORFOLK
WTAR-TV....½ hr weekly market, prices, weather
WVEC-TV....½ hr weekly—extension, Virginia Fisheries

PETERSBURG
WXEX-TV....6 hrs weekly daily market reports, field specialists, news

RICHMOND
WRVA-TV....1 hr weekly extension, Farm Bureau, market, State Dept. of Agriculture, weather
WTVR....3 hrs weekly extension, market, weather

ROANOKE
WDBJ-TV....½ hr weekly extension, market, weather
*WSLS-TV....1 hr weekly—extension, market, weather

WASHINGTON

SEATTLE
KING-TV....½ hr weekly
*KOMO-TV....2 hrs weekly extension, gardening, market, weather

SPOKANE
*KHQ-TV....¼ hr weekly—extension, market, weather

TACOMA
KTNT-TV....1 hr weekly extension, films, market, weatther

YAKIMA
KIMA-TV....1 hr weekly extension, market, weather

WEST VIRGINIA

BLUEFIELD
WHIS-TV....½ hr weekly

CHARLESTON
WCHS-TV....1 hr weekly—extension, market

HUNTINGTON
WHTN-TV....1 hr weekly extension, weather
*WSAZ-TV....3 hrs weekly extension, market, weather

OAK HILL
WOAI-TV....1 hr weekly county agent, extension, 4-H

WHEELING
WTRF-TV....½ hr weekly extension

WISCONSIN

EAU CLAIRE
WEAU-TV....½ hr weekly

GREEN BAY
*WBAY-TV....5 hrs weekly—extension, market reports, weather

LA CROSSE
WKBT....1 hr weekly—market news

MADISON
WISC-TV....5 hrs weekly extension, films of special events, market, weather
WKOW-TV....3 hrs weekly extension, farming & homemaking tips, market, weather
WMTV....4 hrs weekly extension, weather

MARINETTE
WMBV-TV....1 hr weekly extension, interviews

MILWAUKEE
WISN-TV....2 hrs weekly extension, market, weather

SUPERIOR-DULUTH, MINN.
WDSM-TV....½ hr weekly extension

WAUSAU
WSAU-TV....5 hrs weekly extension, market, weather

CANADA

ALBERTA

CALGARY
CHCT-TV....½ hr weekly extension, interviews, market

EDMONTON
CFRN-TV....½ hr weekly weather

BRITISH COLUMBIA

VANCOUVER
CBUT....½ hr weekly news

MANITOBA

WINNIPEG
CBWT....½ hr weekly news

NEW BRUNSWICK

MONCTON
CKCW-TV....½ hr weekly weather

NEWFOUNDLAND

ST. JOHN'S
CJON-TV....½ hr weekly extension, fishery, market, weather

NOVA SCOTIA

HALIFAX
CBHT....½ hr weekly -news

ONTARIO

BARRIE
CKVR-TV....½ hr weekly

KINGSTON
CKWS-TV....½ hr weekly

KITCHENER
CKCO-TV....1 hr weekly extension, interviews, market, newsreels

LONDON
*CFPL-TV....½ hr weekly—extension, interviews, local films, market

OTTAWA
CBOFT....½ hr weekly news
CBOT....½ hr weekly news

TORONTO
CBLT....½ hr weekly news

WINGHAM
*CKNX-TV....2 hrs weekly—extension, general practice, 4-H, market, soil improvement, weather

PRINCE EDWARD ISLAND

CHARLOTTETOWN
CFCY-TV....1 hr weekly

QUEBEC

MONTREAL
CBFT....½ hr weekly -news
CBMT....½ hr weekly news

RIMOUSKI
CJBR-TV....½ hr weekly—extension, market

SASKATCHEWAN

REGINA
CKCK-TV....½ hr weekly

SASKATOON
CFQC-TV....1 hr weekly calendar, weather

feature films

symbol

x indicates station covers time under column heading

• 438 stations (85% of total respondents) report daily feature film programing. That is a slight increase over last year's 82%. Feature films continue to be a very substantial portion of a television station's daily programing schedule. The release of newer and more desirable films has enabled stations to retain a large percentage of the audience. Late evening film features increased over last year while evening and afternoon film showings remained pretty much the same with morning film presentations showing a slight decline. This year's statistics show that 17% of the stations get their film features off in the morning compared with 19% in 1956. 67% have afternoon films while 27% show early evening films. Late evening film features are the choice of 92% of the respondents against 86% last year.

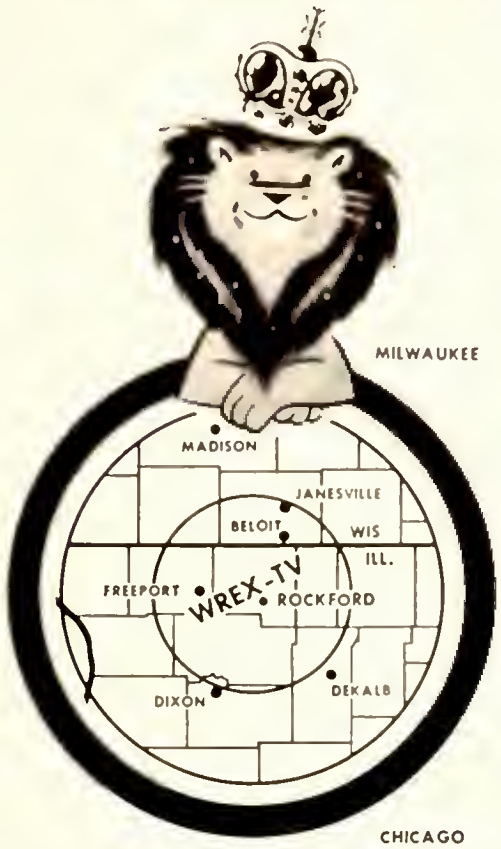
City & state	Call letters	AM	Aft	Eve	Late	Contact
ALABAMA						
BIRMINGHAM	**WABT**	x	x			*Nod Nelson*
	WBRC-TV		x		x	*M. D. Smith*
DECATUR	**WMSL-TV**		x		x	*Frank Whisenant*
MOBILE	**WALA-TV**		x			*Al C. Holman*
	WKRG-TV		x		x	*C. P. Persons*
MONTGOMERY	**WCOV-TV**				x	*Hugh M. Smith*
	WSFA-TV	x			x	*Gene R. Jacobsen*
ARIZONA						
PHOENIX	**KOOL-TV**		x		x	*Jack Murphy*
	KPHO-TV		x	x	x	*Howard Stalnaker*
	KTVK		x		x	*Roger Van Duzer*
	KVAR	x	x		x	*Dick Lewis*
TUCSON	**KDWI-TV**			x	x	*T. J. Parker*
	KOPO-TV		x	x		*E. S. Mittendorf*
	KVOA-TV		x		x	*Hank Hubbard*
YUMA	**KIVA**		x		x	*Ray Smucker*
ARKANSAS						
EL DORADO	**KRBB**				x	*Bruce B. Compton*
FORT SMITH	**KFSA-TV**		x		x	*John Whitt*
LITTLE ROCK	**KARK-TV**		x		x	*Douglas Romine*
	KATV		x		x	*Jimmy Cowsert*
	KTHV				x	*Jack Bomar*
TEXARKANA	**KCMC-TV**		x			*Walter M. Windsor*
CALIFORNIA						
BAKERSFIELD	**KBAK-TV**	x	x		x	*Al Constant*
	KERO-TV		x		x	*Ed Urner*
CHICO	**KHSL-TV**		x	x	x	*Bob Weisburg*
EUREKA	**KIEM-TV**		x		x	*W. B. Smullin*
FRESNO	**KFRE-TV**		x		x	*Ed Frech*
	KJEO-TV	x	x	x	x	*Joe Drilling*
	KMJ-TV		x		x	*Perry Nelson*
	KVVG		x	x		*James Stacey*
LOS ANGELES	**KABC-TV**	x		x	x	*Howard Lipstone*
	KCOP	x	x	x	x	*Mary Warren*
	KHJ-TV		x	x	x	*James Higson*
	KNXT	x	x		x	*Bob Hurlbut*
	KRCA		x		x	*George Burke*
	KTLA		x	x	x	*Leland G. Muller*
	KTTV			x	x	*Richard Wollen*
REDDING	**KVIP**		x	x	x	*Ted Dooley*
SACRAMENTO	**KBET-TV**		x		x	*John Schacht*
	KCCC-TV	x			x	*W. R. Furnell*
	KCRA-TV		x		x	*Tom Breen*
SALINAS	**KSBW-TV**		x		x	*Gary Ferlisi*
SAN DIEGO	**KFMB-TV**	x	x		x	*Bryan Dowty*
	KFSD-TV		x	x	x	*Jay Grill*
	XETV	x	x		x	*Julian M. Kaufman*
SAN FRANCISCO	**KGO-TV**		x			*Bob Mitchell*
	KPIX		x		x	*Wm. C. Dempsey*
	KRON-TV		x		x	*Norman Louvan*
	KSAN-TV			x	x	*Bob McLaughlin*
SAN JOSE	**KNTV**		x	x	x	*Russ Truesdell*
SAN LUIS OBISPO	**KVEC-TV**			x	x	*Fred Beck*
SAN'A BARBARA	**KEY-TV**		x		x	*Joe Contontino*
STOCKTON	**KOVR**		x	x	x	*John Kearns*
COLORADO						
COLO. SP'NGS	**KKTV**		x		x	*Carl Pehlman*
	KRDO-TV				x	*Harry Hoth*
DENVER	**KBTV**		x		x	*Gil Lee*
	KLZ-TV				x	*C. H. Beace*
	KOA-TV	x	x		x	*Heyward Siddons*
	KTVR		x	x	x	*Hugh Ben La Rue*
GRAND JUNC.	**KREX-TV**				x	*Rex Howell*
MONTROSE	**KFXJ-TV**				x	*Rex Howell*
PUEBLO	**KCSJ-TV**		x	x	x	*Jack Cravens*
CONNECTICUT						
BRIDGEPORT	**WICC-TV**			x		*Irving Magilnick*
HARTFORD	**WHCT**		x	x	x	*John O. Downey*
	WNBC		x	x	x	*Philip B. Hale*
NEW HAVEN	**WNHC-TV**		x		x	*Edward Obrist*

City & state	Call letters	AM	Aft	Eve	Late	Contact
DELAWARE						
WILMINGTON	WPFH		x	x	x	*Glen B. Lau*
DISTRICT OF COLUMBIA						
WASHINGTON	WRC-TV		x	x		*James McMurry*
	WTOP-TV		x		x	*Thomas B. Jones*
	WTTG		x	x	x	*Lou Lorenzetti*
FLORIDA						
JACKSONVILLE	WJHP-TV	x	x	x	x	*Willard Fraker*
	WMBR-TV		x		x	*Harry Kolkines*
MIAMI	WGBS-TV		x		x	*Terry Mason*
	WITV			x	x	*C. Edward Little*
	WTVJ	x			x	*Louis Wolfson*
ORLANDO	WDBO-TV				x	*W. E. Sickles*
PENSACOLA	WEAR-TV		x		x	*Mel Wheeler*
ST. PETERSBURG	WSUN-TV	x	x		x	*Charles Bishop*
TAMPA	WFLA-TV		x		x	*Carl Bergquist*
	WTVT			x	x	*Robert Olson*
W. PALM BEACH	WEAT-TV		x		x	*Mary O'Connell*
	WPTV		x	x		*Theodore A. Eikend*
GEORGIA						
ALBANY	WALB-TV		x	x	x	*Jack Mayer*
ATLANTA	WAGA-TV		x	x		*Don Naylor*
	WLW-A		x		x	
	WSB-TV		x		x	*Jean Hendrix*
AUGUSTA	WJBF		x		x	*J. B. Fuqua*
	WRDW-TV	x	x		x	*R. A. Fennel*
COLUMBUS	WDAK-TV	x	x	x	x	*Ronnie Otwell*
	WRBL-TV	x			x	*Ridley Bell*
MACON	WMAZ-TV				x	*Ed Pendleton, Jr.*
SAVANNAH	WSAV-TV		x		x	*William E. Lucas*
	WTOC-TV				x	*Eugene Sousa*
THOMASVILLE	WCTV				x	*Harry R. Wagner*
IDAHO						
BOISE	KBOI-TV		x	x	x	*Earl Glade, Jr.*
	KIDO-TV		x		x	*Jack Link*
IDAHO FALLS	KID-TV				x	*Roy Southwick*
TWIN FALLS	KLIX-TV		x		x	*Dave Fox*
ILLINOIS						
CHAMPAIGN	WCIA		x		x	*John T. Ketterer*
CHICAGO	WBBM-TV	x			x	*Vann D. Cominos*
	WBKB	x	x		x	*Ralph Andrews*
	WGN-TV	x	x	x	x	*Elizabeth Bain*
	WNBQ				x	*Miss I. Cooney*
DANVILLE	WDAN-TV				x	*Bill Dorn*
DECATUR	WTVP				x	*R. A. Wright*
HARRISBURG	WSIL-TV		x		x	*Oscar L. Turner*
PEORIA	WEEK-TV		x		x	*Vic Fletcher*
	WTVH		x		x	*Robert Holben*
QUINCY	WGEM-TV				x	*Fred Colgan*
ROCKFORD	WREX-TV				x	*Gene Hines*
SPRINGFIELD	WICS				x	*Jack Hoskins*
INDIANA						
ELKHART	WSJV-TV		x		x	*Ed Lasko*
EVANSVILLE	WEHT		x		x	*Edwin G. Richter*
	WFIE-TV				x	*Ted Nelson*
	WTVW		x		x	*Bill Hill*
FORT WAYNE	WIN-T		x		x	*James Goheen*
	WKJG-TV		x		x	*Calo O. Mahlock*
INDIANAPOLIS	WFBM-TV	x	x		x	*Hugh L. Kibbey*
	WISH-TV			x	x	*R. B. McConnell*
LAFAYETTE	WFAM-TV		x		x	*Henry Rosenthal*
SOUTH BEND	WNDU-TV	x	x	x	x	*Edward Roth*
	WSBT-TV		x		x	*Walter Sweitzer*
TERRE HAUTE	WTHI-TV		x		x	*Ben Falber Jr.*

(CONTINUED)

WITHOUT A "PEER"

in the Rockford Area!



IN THIS $ BILLION-PLUS SALES EMPIRE WREX-TV IS THE KING SALESMAN

The Rockford TV Area — Illinois' 1st market outside Chicago—is 400,195 families strong, with $2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand . . . and show sales indexes like Rockford's 158, Beloit's 151, Janesville's 153, DeKalb's 184, Freeport's 176, Dixon's 203. Sales total $1,706,962,000, average $4,265 per family — $447 above average.

The most recent viewership survey again shows WREX-TV as the favorite, by better than 3 to 1. It's favored by advertisers too . . . for its consistent results, at much lower cost per thousand.

J. M. BAISCH, GENERAL MANAGER
Represented by H. R. TELEVISION, Inc.

WREX-TV CHANNEL 13
ROCKFORD ILLINOIS

City & state	Call letters	AM	Aft	Eve	Late	Contact
IOWA						
CEDAR RAPIDS	KCRG-TV		x		x	Ralph D. Willey
	WMT-TV		x		x	Doug Grant
DAVENPORT	WOC-TV		x		x	E. C. Sanders
DES MOINES	KRNT-TV		x		x	Dick Covey
	WHO-TV				x	Jack Kerrigan
	WOI-TV		x		x	Bob Mulhall
FORT DODGE	KQTV			x		Vernon Gielow
MASON CITY	KGLO-TV			x	x	Herbert R. Ohrt
OTTUMWA	KTVO		x		x	Jim Bolen
SIOUX CITY	KTIV	x	x		x	D. Dirks
	KVTV	x	x		x	Arthur J. Smith
WATERLOO	KWWL-TV	x	x		x	Dwight Wheeler
KANSAS						
GREAT BEND	KCKT-TV				x	E. L. Kuhlman
PITTSBURG	KOAM-TV		x	x	x	R. E. Wade
TOPEKA	WIBW-TV	x	x	x	x	Lewis Dickensheets
WICHITA	KAKE-TV	x	x	x	x	Martin Umansky
	KARD-TV			x	x	Sam Worsham
	KTVH				x	Ray Huffer
KENTUCKY						
LEXINGTON	WLEX-TV				x	Earl L. Boyles
LOUISVILLE	WAVE-TV		x		x	George Patterson
	WHAS-TV				x	Charles McDaniel
LOUISIANA						
ALEXANDRIA	KALB-TV		x		x	Edward Small
BATON ROUGE	WAFB-TV	x			x	Ron Litteral
	WBRZ		x		x	John Ferguson
LAFAYETTE	KLFY-TV		x		x	Leo Seicshnaydre
LAKE CHARLES	KPLC-TV				x	T. B. Lanford
	KTAG-TV		x		x	Nelda Barker
MONROE	KNOE-TV		x			Harry Arthur
NEW ORLEANS	WDSU-TV				x	Tom Hicks
	WJMR-TV				x	R. E. Jeffers Sr.
SHREVEPORT	KSLA-TV		x		x	John Renshaw
	KTBS-TV	x	x		x	Pat White
MAINE						
BANGOR	WABI-TV				x	Leon P. Gorman Jr.
	W-TWO	x	x	x	x	J. A. Robinson Jr.
PORTLAND	WCSH-TV	x	x		x	J. S. Atwood
	WGAN-TV				x	Sam Henderson
MARYLAND						
BALTIMORE	WAAM	x	x	x	x	James Kilian
	WBAL-TV		x		x	Sydney Barbet
	WMAR-TV		x		x	David Stickle
SALISBURY	WBOC-TV			x	x	J. W. Downing, Jr.
MASSACHUSETTS						
BOSTON	WBZ-TV		x	x	x	Herbert Cohan
	WNAC-TV				x	James A. Pike
PITTSFIELD	WMGT		x		x	William P. Geary
SPRINGFIELD	WHYN-TV		x	x	x	Kendall Smith
	WWLP	x	x		x	Wallace Sawyer
MICHIGAN						
ANN ARBOR	WPAG-TV				x	R. W. Kirkpatrick
BAY CITY	WNEM-TV	x			x	Harry Travis
CADILLAC	WWTV		x		x	Daryl Sabastian
DETROIT	CKLW-TV		x	x	x	Arthur MacColl
	CJBK-TV	x	x		x	S. Campbell Ritchie
	WWJ-TV		x		x	James Schiavone
	WXYZ-TV	x	x		x	John Pival
GRAND RAPIDS	WOOD-TV		x		x	Robert Smith
KALAMAZOO	WKZO-TV				x	C. T. Lynch
SAGINAW	WKNX-TV		x		x	Bob Oliver

City & state	Call letters	AM	Aft	Eve	Late	Contact
MINNESOTA						
AUSTIN	KMMT		x		x	
DULUTH-SUPERIOR	KDAL-TV				x	Earl Henton / Dave Murray
MINNEAPOLIS-ST. PAUL	KMGM-TV			x	x	Harry Jones
	WCCO-TV	x	x		x	Gene Wecker
	WTCN-TV	x	x	x	x	Don Perry
ROCHESTER	KROC-TV		x		x	Gene P. Loffler
MISSISSIPPI						
COLUMBUS	WCBI-TV			x	x	Chris Everson
HATTIESBURG	WDAM-TV				x	M. Reugen
JACKSON	WJTV				x	Owens Alexander
	WLBT		x		x	Bruce Nicholson
MERIDIAN	WTOK-TV		x			Robert F. Wright
TUPELO	WTWV		x		x	Bob Gordon
MISSOURI						
COLUMBIA	KOMU-TV		x		x	Al Scollay
HANNIBAL	KHQA-TV				x	Charles Lotz, Jr.
JEFFERS'N CITY	KRCG-TV		x		x	Laney Lee
JOPLIN	KODE-TV			x		Harry Burke
KANSAS CITY	KCMO-TV		x		x	T. R. Thompson
	KMBC-TV	x	x		x	M. E. Greiner, Jr.
	WDAF-TV		x		x	Jay Barrington
ST. JOSEPH	KFEQ-TV	x	x		x	Gene Milsteen
ST. LOUIS	KSD-TV				x	Keith Gunther
	KTVI			x	x	Jack Murdock
SPRINGFIELD	KTTS-TV	x	x		x	Jack Lloyd
MONTANA						
BILLINGS	KOOK-TV		x		x	Bud Clark
BUTTE	KXLF-TV		x		x	Jim Manning
GREAT FALLS	KFBB-TV		x		x	W. C. Blanchette
MISSOULA	KMSO-TV		x		x	A. J. Mosey
NEBRASKA						
HASTINGS	KHAS-TV				x	Robert Schnuelle
KEARNEY	KHOL-TV				x	K. Cooper
LINCOLN	KOLN-TV		x		x	Bob Johnson
OMAHA	KMTV				x	Glenn Harris
	WOW-TV		x		x	Josephine McCarthy
NEVADA						
LAS VEGAS	KLAS-TV		x		x	Marian Y. Komar
	KLRJ-TV		x	x	x	Mark Smith
	KSHO-TV	x	x	x	x	Lee Peer
NEW HAMPSHIRE						
MANCHESTER	WMUR-TV				x	W. A. Gildersleeve
NEW MEXICO						
ALBUQUERQUE	KGGM-TV				x	Ralph Rhoads
	KOAT-TV		x		x	Jerry Burns
	KOB-TV		x		x	Rolf S. Neilsen
CARLSBAD	KAVE-TV		x	x	x	J. H. Battison
NEW YORK						
ALBANY	WCDA	x		x		Charles G. Pogan
BINGHAMTON	WNBF-TV		x		x	Clark Pollock
BUFFALO	WGR-TV		x		x	Van Beuren DeVries
CARTHAGE	WCNY-TV		x		x	David Graves
NEW YORK	WABC-TV		x		x	George Rice
	WABD	x	x	x	x	Jack Lynn
	WATV		x	x	x	Robt. M. Paskow
	WCBS-TV	x		x	x	William Lacey
	WOR-TV		x	x	x	M. Fenster

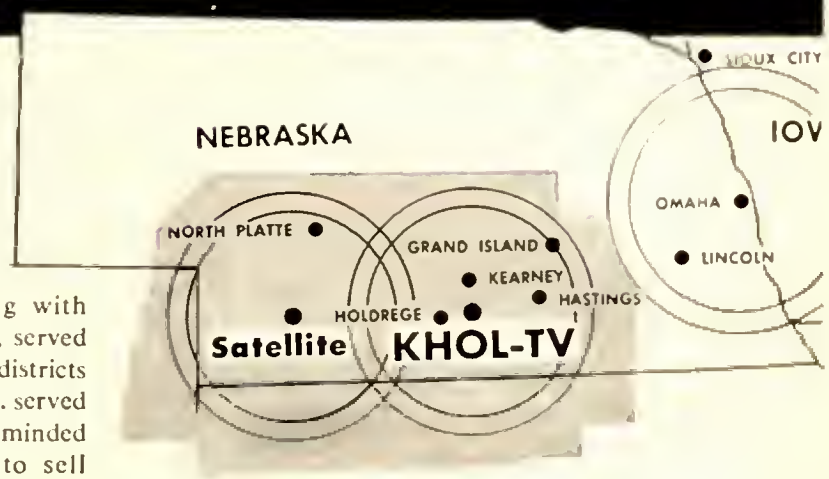
(CONTINUED)

City & state	Call letters	AM	Aft	Eve	Late	Contact
NEW YORK (cont.)						
	WPIX		x			A. Hartigan
	WRCA-TV	x		x	x	Al Odeal
PLATTSBURGH	WPTZ-TV	x	x		x	G. B. Bregge
ROCHESTER	WHEC-TV		x		x	L. H. MacMillan
	WROC-TV		x		x	David Manning
	WVET-TV			x	x	Paul C. Louther
SYRACUSE	WHEN-TV				x	Gordon Alderman
	WSYR-TV	x	x		x	W. V. Rothrum
UTICA	WKTV				x	Michael C. Fusco
NORTH CAROLINA						
ASHEVILLE	WLOS-TV		x		x	Charles B. Britt
CHARLOTTE	WBTV		x		x	Nat Tucker
DURHAM	WTVD		x	x	x	Jack Preddy
GREENSBORO	WFMY-TV		x		x	Jack Wiggins
GREENVILLE	WNCT		x		x	A. H. Campbell
WASHINGTON	WITN	x			x	Hal Wilson
WILMINGTON	WMFD-TV				x	Wayne Jackson
WINST'N-SALEM	WSJS-TV		x	x		Roby F. Branon
NORTH DAKOTA						
BISMARCK	KBMB-TV			x	x	John W. Boler
	KFYR-TV				x	Cal Culver
DICKINSON	KDIX-TV		x	x	x	Lauren Haacke
FARGO	KDAY-TV				x	Ken Kennedy
MINOT	KCJB-TV		x	x	x	Herman Burkart
VALLEY CITY	KXJB-TV	x	x		x	Ro Grignon
OHIO						
AKRON	WAKR-TV		x	x	x	Roger G. Berk
CINCINNATI	WCPO-TV		x	x	x	Harvey Freeman
	WKRC-TV		x		x	Barry Hersh
	WLW-T		x	x	x	Grace Payne
CLEVELAND	KYW-TV	x	x		x	E. Preston Stover
	WEWS		x		x	Floyd E. Weidman
	WJW-TV		x	x	x	R. C. Wright
COLUMBUS	WBNS-TV				x	Betty Dixon
	WLW-C		x		x	Bud Gilbs
	WTVN-TV	x		x	x	J. W. McGough
DAYTON	WHIO-TV				x	Chuck Gay
	WLW-D				x	Bob Provence
LIMA	WIMA-TV		x		x	Easter Straker
STEUBENVILLE	WSTV-TV	x	x		x	Joseph Troesch
TOLEDO	WSPD-TV				x	Elaine Phillips
YOUNGSTOWN	WFMJ-TV		x		x	Warren S. Park
	WKBN-TV	x	x		x	Norm Berner
ZANESVILLE	WHIZ-TV				x	Ed Fisher
OKLAHOMA						
ADA	KTEN		x	x	x	Bill Hoover
ENID	KGEO-TV				x	George Streets
LAWTON	KSWO-TV		x		x	P. N. Goode
OKLA. CITY	KWTV		x		x	W. Perry Dickey
	WKY-TV		x		x	Kieth Mathers
TULSA	KOTV		x		x	Dick Campbell
	KTVX				x	Mike Shapiro
	KVOO-TV				x	C. B. Akers
OREGON						
EUGENE	KVAL-TV		x		x	S. W. McCready
KLAMATH FALLS	KOTI				x	Walter Richartz
MEDFORD	KBES-TV		x		x	Wm. B. Smullin
PORTLAND	KLOR		x	x	x	S. John Schile
	KOIN-TV		x		x	T. R. Gamble
	KPTV		x	x	x	Charles Shevland
PENNSYLVANIA						
ALTOONA	WFBG-TV		x	x	x	Betty Adams
BETHLEHEM	WLEV-TV				x	E. C. Anderson
EASTON	WGLV		x		x	Peter Gallagher
ERIE	WICU		x		x	Ben McLaughlin
	WSEE-TV	x		x	x	Frank Herrick

(CONTINUED)

KHOL-TV Sells Nebraska's Second Big Market!

Reaching 161,715 Families with an Effective Buying Income of $706,868,000



Nebraska boasts two giant consumer markets bursting with profit potentials. One is the eastern metropolitan areas, served by four TV stations. The second is the rich agricultural districts of central and western Nebraska and Northern Kansas . . . served and sold by KHOL-TV and its satellite station. Profit minded advertisers agree — KHOL-TV — the economical way to sell Nebraska! Contact Meeker TV today.

KHOL-TV and Satellite Station
MARKET FACTS

Population	510,100
Number of Families	159,400
Effective Buying Income	$706,868,000
Total Retail Sales	$567,217,000
Farm Population	189,600
Farm Gross Income	$502,777,000
TV Set Count	105,000

CBS ABC **KHOL-TV** CHANNEL 13

KEARNEY, NEBRASKA

Satellite Station Channel 6, Hayes Center, Neb.

Represented Nationally by MEEKER TV, Inc.

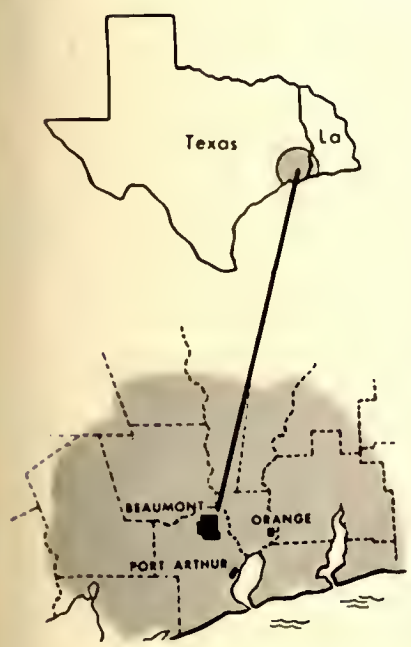
City & state	Call letters	AM	Aft	Eve	Late	Contact
PENNSYLVANIA (cont.)						
HARRISBURG	WCMB-TV		x	x	x	Ed K. Smith
	WHP-TV		x		x	Dick Redmond
	WTPA	x	x		x	Allen P. Solada
JOHNSTOWN	WARD-TV			x	x	R. J. Butterfield
	WJAC-TV		x	x	x	Frank Cummins
PHILADELPHIA	WCAU-TV			x	x	Norman Leebron
	WFIL-TV		x		x	Ralph Goldstein
	WRCV-TV		x		x	Ed Murray
PITTSBURGH	KDKA-TV				x	Dick Dreyfuss
SCRANTON	WARM-TV		x	x	x	William Halpin
	WGBI-TV			x	x	Mort Rosenthal
WILKES-BARRE	WILK-TV		x		x	T. P. Shelburne
YORK	WNOW-TV			x	x	Richard E. Burg
	WSBA-TV		x	x	x	Jim Curtis
RHODE ISLAND						
PROVIDENCE	WJAR-TV		x		x	William Cooper
SOUTH CAROLINA						
ANDERSON	WAIM-TV	x	x	x	x	Virginia Barath
CHARLESTON	WCSC-TV		x			Ralph E. Thornley
COLUMBIA	WIS-TV		x		x	Adrian Munzell
	WNOK-TV		x		x	
FLORENCE	WBTW		x		x	John Brock
GREENVILLE	WFBC-TV	x	x			Wilson C. Wearn
SOUTH DAKOTA						
RAPID CITY	KOTA-TV				x	J. Norman Heffron
SIOUX FALLS	KELO-TV				x	Joe Floyd
TENNESSEE						
CHATTANOOGA	WDEF-TV		x		x	Morris Quave
	WRGP-TV		x		x	Harry Stone
JACKSON	WDXI-TV		x		x	Frank Brown
JOHNSON CITY	WJHL-TV		x		x	Jack Sausman
KNOXVILLE	WATE-TV		x		x	John Reese
	WBIR-TV		x		x	Neal Branch
	WTVK				x	Bill Eckstein
MEMPHIS	WHBQ-TV		x			Wilson Northcross
NASHVILLE	WLAC-TV		x		x	Roy A. Smith
	WSIX-TV	x	x		x	James A. Harper
	WSM-TV		x		x	Elmer Cartwright
TEXAS						
ABILENE	KRBC-TV		x	x	x	Dale Ackers
AMARILLO	KFDA-TV		x		x	Dan Hayslett
	KGNC-TV		x		x	Bob Watson
AUSTIN	KTBC-TV				x	Bonner McLane
BEAUMONT	KFDM-TV		x		x	Jack Wallace
BIG SPRING	KBST-TV		x		x	Jack Wallace
CORP'S CHRISTI	KVDO-TV		x		x	
DALLAS	KRLD-TV		x		x	Nick Mueller
	WFAA-TV	x	x		x	Bob King
EL PASO	KILT-TV				x	John Amodes
	KROD-TV	x			x	Dick Watts
	KTSM-TV		x		x	Jack Rye
	XEJ-TV		x		x	H. Gutierrez
FORT WORTH	KFJZ-TV		x	x	x	Arno Mueller
	WBAP-TV		x		x	Lynn Trammel
GALVESTON	KGUL-TV		x		x	Bud Johnson
HARLINGEN	KGBT-TV				x	Troy McDaniel
HOUSTON	KTRK-TV	x	x	x	x	Hugh Pickett
LUBBOCK	KCBD-TV		x		x	George L. Tarter
	KDUB-TV				x	Ray Trent
LUFKIN	KTRE-TV		x			Richman Lewin
MIDLAND	KMID-TV	x		x	x	Jerry Blair
SAN ANGELO	KTXL-TV		x	x	x	J. H. Hubbard
SAN ANTONIO	KCOR-TV				x	Emilio Nicolas
	KENS-TV		x		x	Edward Uhler, Jr.
	WOAI-TV		x	x	x	Fay Leavitt
SWEETWATER	KPAR-TV	x		x	x	Ray Trent
TEMPLE	KCEN-TV				x	Gene Lewis
WESLACO	KRGV-TV			x	x	Bill Rucker
WICHITA FALLS	KFDX-TV	x	x		x	Warren Silver
	KSYD-TV		x			Sid Grayson

City & state	Call letters	AM	Aft	Eve	Late	Contact
UTAH						
SALT LAKE CITY	KSL-TV		x		x	R. V. Thiriot
	KTVT	x	x	x	x	Des Barker
	KUTV		x	x	x	Sid Cohen
VERMONT						
BURLINGTON	WCAX-TV				x	Sherman Rutter
VIRGINIA						
BRISTOL	WCYB-TV		x		x	Labe B. Mell
HARRISONBURG	WSVA-TV			x	x	Bob Lee
LYNCHBURG	WLVA-TV	x		x	x	Warren Uttal
NORFOLK	WTAR-TV				x	Harold Soldinger
	WVEC-TV	x	x		x	L. W. Kliewer
PETERSBURG	WXEX-TV	x	x		x	James L. Dodd
RICHMOND	WRVA-TV		x		x	Bob Pie
	WTVR	x			x	G. Conrad Rianhard
ROANOKE	WDBJ-TV		x		x	Paul E. Reynolds
	WSLS-TV				x	Hank Profenius
WASHINGTON						
BELLINGHAM	KVOS-TV		x	x	x	Dave Mintz
SEATTLE	KING-TV	x	x		x	Lee Schulman
	KOMO-TV		x		x	Dave Crockett
SPOKANE	KHQ-TV		x		x	William A. Neilson
	KREM-TV		x		x	Lains Warner
	KXLY-TV		x		x	Richard Jones
TACOMA	KTNT-TV		x		x	Burke Ormsby
	KTVW		x		x	William Veneman
YAKIMA	KIMA-TV				x	Jim Nolan
WEST VIRGINIA						
BLUEFIELD	WHIS-TV		x	x	x	P. T. Flanagan
CHARLESTON	WCHS-TV	x	x		x	Morton S. Cohn
FAIRMONT	WJPB-TV		x		x	J. P. Beacom
HUNTINGTON	WHTN-TV		x	x	x	G. A. Miller, Jr.
	WSAZ-TV				x	Gayle MacCracken
OAK HILL	WOAY-TV			x	x	Robert R. Thomas
PARKERSBURG	WTAP				x	Milton Komito
WHEELING	WTRF-TV				x	Robert W. Ferguson
WISCONSIN						
EAU CLAIRE	WEAU-TV				x	R. P. Kepler
GREEN BAY	WBAY-TV		x		x	Greg McElrone
	WFRV-TV		x	x	x	Soren H. Munkhof
LA CROSSE	WKBT			x	x	Raymond Skaran
MADISON	WISC-TV		x		x	Dick Kepler
	WKOW-TV		x	x	x	Frank Bignell
	WMTV		x	x	x	Gerald Bartell
MARINETTE	WMBV-TV		x		x	Pat Kehoe
MILWAUKEE	WISN-TV	x	x		x	John B. Soell
	WITI-TV		x	x	x	Dean McCarthey
	WTMJ-TV				x	James Fitzgerald
	WXIX	x	x		x	S. M. Rosenman
SUPERIOR-DULUTH	WDSM-TV		x		x	Ed Conrad
WAUSAU	WSAU-TV		x		x	Bart Kellnhauser
WYOMING						
CHEYENNE	KFBC-TV		x		x	R. S. McCraken
ALASKA						
ANCHORAGE	KENI-TV		x		x	Del Day
	KTVA			x	x	John M. Miller
FAIRBANKS	KFAR-TV		x		x	Del Day
	KTVF		x		x	Vern Francis
JUNEAU	KINY-TV				x	Richard Peter

TV KFDM AM

STUDIOS IN BEAUMONT

Dominates This Important Gold Coast Cities Market



FACTS — KFDM-TV

1. Channel 6 — 100,000 watts — CBS — ABC
2. 118,000 TV Homes in 13 Texas Counties and Louisiana Parishes.
3. Complete Dominance
4. Grade A Coverage in Beaumont — Port Arthur — Orange

FACTS — KFDM-AM

1. COVERAGE — largest in area. (Nielsen)
2. $814,900,000 — Retail Sales
3. $1,163,108,000 — Net Effective Buying Income
4. 5,000 Watts — 560 Kilocycles — Affiliated with American Broadcasting Company

And We're Celebrating Our
33RD ANNIVERSARY
Represented by
PETERS-GRIFFIN-WOODWARD, INC.

City & state	Call letters	AM	Aft	Eve	Late	Contact
HAWAII						
HONOLULU	KGMB-TV	x	x		x	Robert Costa
	KONA	x	x			John Keating
	KULA-TV	x	x		x	Art Sprinkle
PUERTO RICO						
SAN JUAN	WKAQ-TV	x			x	Delfin Fernandez
CANADA						
ALBERTA						
CALGARY	CHCT-TV				x	Ray Torgrud
EDMONTON	CFRN-TV	x			x	George Kidd
LETHBRIDGE	CJLH-TV				x	Bob Ranson
BRITISH COLUMBIA						
VANCOUVER	CBUT	x				Hugh Palmer
MANITOBA						
WINNIPEG	CBWT	x				D. E. Cameron
NEW BRUNSWICK						
MONCTON	CKCW-TV				x	H. Button
ST. JOHN	CHSJ-TV				x	Wm. Stewart
NEWFOUNDLAND						
ST. JOHN'S	CJON-TV			x	x	Don Jamieson
NOVA SCOTIA						
HALIFAX	CBHT	x				Carl MacCaull
SYDNEY	CJCB-TV				x	M. C. MacQuarrie
ONTARIO						
BARRIE	CKVR-TV	x				Ralph Snelgrove
KINGSTON	CKWS-TV	x			x	R. W. Hofsteuer
KITCHENER	CKCO-TV	x			x	D. G. Martz
LONDON	CFPL-TV	x			x	R. A. Reinhart
NORTH BAY	CKGN-TV			x	x	C. H. Hewitt
OTTAWA	CBOFT	x				
	CBOT	x				Charles P. Wright
PORT ARTHUR	CFPA-TV			x		Ralph Parker
SUDBURY	CKSO-TV	x			x	W. J. Woodill
TIMMINS	CFCL-TV				x	Jean De Villiers
TORONTO	CBLT	x				Fergus Mutrie
WINDSOR	CKLW-TV	x	x		x	Arthur MacCall
WINGHAM	CKNX-TV			x	x	D. Hildebrand
PRINCE EDWARD ISLAND						
CHARLOTTETOWN	CFCY-TV			x	x	E. P. Williams
QUEBEC						
JONQUIERE	CKRS-TV				x	Paul J. Audette
MONTREAL	CBFT	x				Fernand Guerard
	CBMT	x				Andre Ouimet
QUEBEC	CFCM-TV	x			x	Jacques Filteau
RIMOUSKI	CJBR-TV				x	Francois Raymond
SHERBROOKE	CHLT-TV	x			x	Pierre Bruneau
SASKATCHEWAN						
REGINA	CKCK-TV	x			x	Larry Glover

Faster sales with WVEC-TV

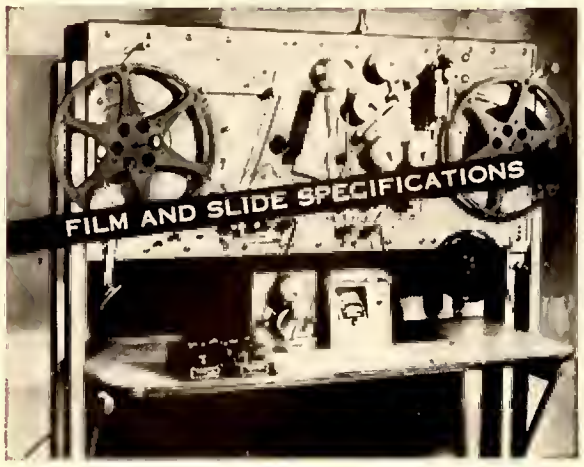
Watch your sales grow on WVEC-TV Channel 15

Unexcelled merchandising and promotional facilities.

serving
Norfolk
Hampton
Newport News
Portsmouth
Warwick
Virginia Beach

- the number one Virginia Market!
- lowest cost-per-thousand!
- a basic NBC Station!

film & slides



symbol

* station abides by SRA ID standards
tr—transparency; op—opaque

• Of the 515 stations that supplied information regarding their use of film and slides, 341 subscribe to SRA—Station Representatives Association — standards for three-quarter screen shared ID's and full screen eight-second station breaks. That represents 66% of the respondents. In 1956, Buyers' Guide reported 385 station subscribers, or 83% of the respondents that year. 16 mm motion picture projectors are used by 420 stations or 81% of the respondents; three stations report using 35 mm only while 33 stations use both 16 mm and 35 mm projectors. 444 stations use transparency slides with 136 reporting the use of opaques. Full data for each station including slide sizes, projectors used, hours required for art, and station film contact appear below in listings.

ALABAMA

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
BIRMINGHAM	WABT	16	2x2		DuMont; RCA	4 days	Chas. Grisham
	*WBRC-TV	16	2x2	3x4	Holmes	48	M. D. Smith
DECATUR	*WMSL-TV	16	2x2		RCA	72	Joe Vincent
DOTHAN	WTVY						Daryl Griffin
MOBILE	*WALA-TV	16	2x2		RCA	48	Al Holman
	WKRG-TV	16	2x2		GE	48	Opers. Desk
MONTGOMERY	*WCOV-TV	16	2x2		Selectro	72	Henry Amerson
	*WSFA-TV	16	2x2		RCA	72	G. R. Jacobsen

ARIZONA

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
PHOENIX	*KOOL-TV	16	2x2	4x5	DuMont	48	Stu Bailey
MESA	*KPHO-TV	16	2x2		DuMont	4 days	R. T. Martin
	*KTVK	16	2x2		RCA	48	Don Tuckwood
	*KVAR	16	2x2		DuMont; RCA	72	E. W. Harvey
TUCSON	*KDWI-TV	16	2x2		Eastman	48	J. W. Hays
	*KOPO-TV	16	2x2		DuMont	4 days	G. C. O'Brien
	KVOA-TV	16	2x2		Gray	72	W. R. DuBois
YUMA	*KIVA	16	2x2		DuMont	72	Leo Burkland

ARKANSAS

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
EL DORADO	*KRBB	16	2x2		RCA	48	B. B. Compton
FORT SMITH	*KFSA-TV	16	2x2		Selecto	48	Paschal Porta
LITTLE ROCK	*KARK-TV	16	2x2		RCA	72	Lee Bryant
	*KATV	16	2x2	4x5	S&S	72	Jimmy Cowsert
	*KTHV	16	2x2		Gray	72	Cecil Bland
TEXARKANA	*KCMC-TV	16	2x2	3¼x4	GE; Gray	72	Les Eugene

CALIFORNIA

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
BAKERSFIELD	*KBAK-TV	16	2x2		RCA	48	Opers. D
	*KERO-TV	16	2x2		Gray	72	Ken Croe
CHICO	*KHSL-TV	16	2x2		Selectro	72	M. Jacob
EUREKA	*KIEM-TV	16	2x2		Selectro	96	Donald T
FRESNO	*KFRE-TV	16	2x2		Eastman; GE	5 days	Hal Odon
	*KJEO-TV	16	2x2		Selectro	1 wk	W. O. Ed
	*KMJ-TV	16	2x2	4x5	Selectro; Telop	2 days	Wilson L
	KVVG	16	2x2		Gray; Telop	48	Bob Lee
LOS ANGELES	*KABC-TV	16	2x2		GE; RCA	48	N. H. Slo
	*KCOP	16&35	2x2		RCA	24	Al Wheel
	*KHJ-TV	16&35	2x2		Gray	72	H. Wheel
	*KNXT	16&35	2x2	4x5	Gray	3 days	Robert W
	*KRCA	16&35	2x2		Eastman; RCA	48	J. G. Dan
	*KTLA	16&35	2x2		S&S; Selectro	48	Bernie Eb
	*KTTV	16&35	2x2		S&S	7 days	Val Conte
REDDING	*KVIP	16	2x2		Selectro	48	Ted Dooley
SACRAMENTO	*KBET	16	2x2		GE	48	Frank Del
	*KCCC-TV	16	2x2			72	W. R. Fu
	*KCRA-TV	16	2x2	4x5	Gray; RCA; Telop	48	Dick Block
SALINAS	KSBW-TV	16	2x2		S&S	24	Dick Wies
SAN DIEGO	KFMB-TV	16	2x2	3¼x4	Eastman	48	George Sta
	*KFSD-TV	16	2x2		Gray; RCA	48	Opers. Des
	XETV	16	2x2	4x5	Eastman	48	Opers. Des
SAN FRANCISCO	*KGO-TV	16&35	2x2		S&S	48	Ed Smith
	*KPIX	16	2x2	4x5	Gray; Selectro	48	Louis Simo
	*KRON-TV	16	2x2		Eastman; Gray; RCA	72	Opers. Des
	*KSAN-TV	16	2x2	4x5	Holmes	48	B. McLaug

(CONTINUED)

CALIFORNIA (cont.)

City	Call letters	mm	Slides tr.	Slides ep.	Projectors	Adv. for art work—hours	Contact
JOSE	KNTV	16	2x2		Telejector	72	Russ Truesdell
LUIS OBISPO	*KVEC-TV	16	2x2	4x5	DuMont	96	Bob Wilton
TA BARBARA	*KEY-T	16	2x2		Eastman; S&S	48	M. A. Casey
OCKTON	*KDVR	16	2x2		Eastman; Selectro; Telop	21	Bel Lange

COLORADO

ORADO	*KKTV	16	2x2		RCA	48	Carl Pehlman
RINGS	KRDD-TV	16	2x2		Gray	72	Joe Cahalan
VER	*KBTV	16	2x2		RCA	21	Gill Lee
	*KLZ-TV	16	2x2		Gray	72	Paul Blue
	*KOA-TV	16	2x2		RCA		H. Seddons
	*KTVR	16	2x2		RCA	72	Opers. Desk
ND JUNC'N	KREX-TV	16	2x2		RCA	72	J. L. Robinson
BLO	*KCSJ-TV	16&35	2x2		RCA	72	D. Durniak

CONNECTICUT

GEPORT	*WICC-TV	16	2x2			1 wk	Opers. Desk
TFORD	*WHCT	16	2x2	4x5	Gray	48	John O'Downey
	*WNBC	16	2x2	4x5	Gray; S&S	72	Phil Corvo
' HAVEN	*WNHC-TV	16	2x2		Telejector	1 wk	E. C. Olrist

DELAWARE

MINGTON	*WPFH	16	2x2		RCA		M. H. Fisher

DISTRICT OF COLUMBIA

HINGTON	*WRC-TV	16&35	2x2		Selectro		L. McClelland
	WTOP-TV	16	2x2	4x5	Gray; RCA		T. B. Jones
	*WTTG	16	2x2		Holmes	21	D. Miller

FLORIDA

TONA BEACH	WESH-TV	16	2x2		RCA	48	William Hall
KSONVILLE	*WJHP-TV	16	2x2		Selectro	48	Bill Fraker
	*WMBR-TV	16	2x2		GE; S&S	5 days	H. Kalklnlrs
MI	*WGBS-TV	16	2x2			48	Jack Barry
	WITV	16	2x2	4x5	RCA; Telop	48	Jack Irvin
	*WTVJ	16	2x2	3¼x4	GE	1 wk	Bill Brazzil
ANOO	*WOBO-TV	16	2x2		Gray	72	Agnes Carlson
AMA CITY	WJDM-TV						Opers. Desk
SACOLA	WEAR-TV	16	2x2		RCA	24	Opers. Desk
PETERSBURG	*WSUN-TV	16	2x2	4x5	RCA; Telop	1 wk	Charles Bishop
PA	*WFLA-TV	16	2x2		RCA	1 wk	George Geiger
	WTVT	16	2x2		RCA	72	W. Rhoades
PALM BEACH	*WEAT-TV	16	2x2		Gray	72	M. O'Connell
	*WPTV	16	2x2		Gray	72	Robert Carris

GEORGIA

ANY	WALB-TV	16	2x2	4x5	Gray	24	Jack Mayor
ANTA	*WAGA-TV	16	2x2		RCA		Don Naylor
	*WLW-A	16	2x2		Gray; RCA	72	James Sharp
	*WSB-TV	16	2x2	4x5	RCA	48	M. K. Toalson

GEORGIA (cont.)

City	Call letters	mm	Slides tr.	Slides ep.	Projectors	Adv. for art work—hours	Contact
AUGUSTA	*WJBF	16	2x2		Gray	72	D. McDonald
	WROW-TV	16	2x2		Gray	48	R. A. Fennel
COLUMBUS	*WDAK-TV	16	2x2		Gray	48	J. Hughes
	*WRBL-TV	16	2x2		GE	72	Red Jenkins
MACON	*WMAZ-TV	16	2x2		Gray Selectro	1 wk	Traffic Dept.
SAVANNAH	WSAV-TV	16	2x2		Gray, RCA	72	H. Hemmlige, Jr.
	*WTOC-TV	16	2x2		Gray	24	Dave Randall
THOMASVILLE	*WCTV	16	2x2		Gray	72	J. E. Hesford

IDAHO

BOISE	*KBOI-TV	16	2x2	3½x5	DuMont, GE	48	Earl Glade Jr.
	*KIDO-TV	16	2x2	3¼x4	RCA	48	Jack Link
IDAHO FALLS	KID-TV	16	2x2	4x5	RCA, Telop		Opers. Desk
TWIN FALLS	KLIX-TV	16	2x2		Gray, RCA	48	Bill Taylor

ILLINOIS

CHAMPAIGN	*WCIA	16	2x2		RCA		James Fielding
CHICAGO	*WBBM-TV	16&35			RCA	48	L. Pierre, Jr.
	*WBKB	16&35	2x2		S&S	72	Ralph Andrews
	WGN-TV	16&35		4x5			G. Petterson
	*WNBQ	16&35	2x2			72	Harry Trigg
DANVILLE	WOAN-TV	16	2x2		S&S	48	
DECATUR	*WTVP	16	2x2		Gray	48	R. G. Wright
HARRISBURG	*KSIL-TV	16	2x2		RCA	21	C. O. Farrar
PEORIA	*WEEK-TV	16	2x2	3¼x4	GE	48	Vic Fletcher
	*WTVH	16	2x2		RCA	72	Bill Pipher
QUINCY	*WGEM-TV	16&35	2x2	4x5	DuMont	72	H. Heidbreier
ROCKFORD	*WREX-TV	16	2x2		DuMont	72	R. MacDonald
	*WTVO	16	2x2	3¼x4		72	J. Klein, Jr.
ROCK ISLAND	*WHBF-TV	16	2x2	4x5	DuMont	72	
SPRINGFIELD	*WICS	16	2x2		Gray	48	Robert Steffan

INDIANA

ELKHART	*WSJV-TV	16	2x2		RCA	72	Wm. Morrow
EVANSVILLE	*WEHT	16	2x2		RCA	12	Opers. Desk
	*WFIE-TV	16	2x2		Gray	48	Bob Dean
	*WTVW	16	2x2		RCA	48	Opers. Desk
FT. WAYNE	WIN-T	16	2x2				F. C. Mitchell
	*WKJG-TV	16	2x2		GE		C. O. Mahlock
INDIANAPOLIS	*WFBM-TV	16	2x2	4x5	DuMont		Bill Fall
	*WISH-TV	16	2x2	3x1	RCA	72	Martha Preston
LAFAYETTE	*WFAM-TV	16	2x2	3¼x4	Projectall	72	Opers. Desk
SOUTH BEND	WNDU-TV	16	2x2		RCA	72	Edward Roth
	*WSBT-TV	16	2x2		S&S	72	Will Darch
TERRE HAUTE	WTHI-TV	16	2x2		Gray	72	Pat Murphy

IOWA

CEDAR RAPIDS	*KCRG-TV	16	2x2		Eastman Gray	72	Opers. Desk
	*WMT-TV	16	2x2		RCA	21	L. VanNostrand
DAVENPORT	*WOC-TV	16	2x2		RCA	72	Opers. Desk
DES MOINES	*KRNT-TV	16	2x2		RCA	48	Paul Elliott
	*WHO-TV	16	2x2	4x5	GE, Telop	36	Ken Glenner
	*WOI-TV	16	2x2		Gray	72	D. Peterson

(CONTINUED)

IOWA (cont.)

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
FT. DODGE	KQTV	16	2x2	3x4	GE	48	Opers. Desk
MASON CITY	*KGLO-TV	16		4x5	DuMont	48	Opers. Desk
OTTUMWA	KTVO	16	2x2		Gray	48	Jim Bolen
SIOUX CITY	KTIV	16	2x2	4x5		24	Larry Kurtze
	KVTV	16	2x2	4x5	RCA	48	G. Hutchins
WATERLOO	*KWWL-TV	16		4x5	RCA		D. Moldenhaur

KANSAS

GREAT BEND	*KCKT-TV	16	2x2		GE	72	Otis Cowan
PITTSBURG	*KOAM-TV	16	2x2		Gray; RCA	72	Opers. Desk
TOPEKA	*WIBW-TV	16	2x2	4x5	Gray; RCA; Telop	72	Hilton Hodges
WICHITA	*KAKE-TV	16	2x2	4x5	Gray; RCA	72	Norman Larson
	*KARO-TV	16	2x2		Gray	72	Opers. Desk
	*KTVH	16	2x2		RCA	48	Ray Huffer

KENTUCKY

LEXINGTON	*WLEX-TV	16	2x2		Gray	72	A. Macaulay
LOUISVILLE	*WAVE-TV						G. Patterson
	WHAS-TV	16	2x2	3¼x4	Eastman; GE	72	R. M. Hansen

LOUISIANA

ALEXANDRIA	*KALB-TV	16		4x5	DuMont	48	F. Whitehead
BATON ROUGE	*WAFB-TV	16	2x2		RCA	48	
	*WBRZ	16	2x2	4x5	RCA; Telop	48	Aubry Moore
LAFAYETTE	*KLFY-TV	16	2x2		DuMont	48	Q. J. Henley
LAKE CHARLES	KPLC-TV	16	2x2		Selectro	48	Mrs. E. Norred
	*KTAG-TV	16	2x2		GE	24	Bob Pardue
MONROE	*KNOE-TV	16&35	2x2	4x5	RCA; Telop		J. Ansell, Jr.
NEW ORLEANS	*WDSU-TV	16	2x2	3¼x4	GE	48	Tom Hicks
	*WJMR-TV	16	2x2	3¼x4	B&H; GE	72	Tom Abbott
SHREVEPORT	*KSLA-TV	16	2x2	4x5	DuMont; Gray	1 wk	Bob Thompson
	*KTBS-TV	16	2x2		DuMont	72	Vlada Dimac

MAINE

BANGOR	*WABI-TV	16	2x2		Gray; RCA	72	Walter Dickson
	*W-TWO	16&35	2x2		RCA	48	William Clark
PORTLAND	*WCSH-TV	16	2x2		Gray; RCA	72	B. Poole, Jr.
	*WGAN-TV	16	2x2		S&S	72	S. Henderson

MARYLAND

BALTIMORE	WAAM	16	2x2	4x5	Gray; RCA; Telop		Jim Killian
	*WBAL-TV	16	2x2	3¼x4	Gray; RCA	48	Sydney King
	*WMAR-TV	16	2x2		RCA	48	R. Cochrane
SALISBURY	WBOC-TV	16	2x2	4x5	Gray; RCA	72	J. Downing Jr.

MASSACHUSETTS

BOSTON	*WBZ-TV	16	2x2		RCA; Selectro	48	Herbert Cahan
	*WNAC-TV	16&35	2x2	3¼x4	B&H; B&L; Simplex		Tom Bateson
PITTSFIELD	WMGT	16	2x2		RCA	1 wk	
SPRINGFIELD	*WHYN-TV	16	2x2	3¼x4	GE	2 wks	Kendall Smith
	*WWLP	16&35	2x2		Eastman	72	Wallace Sawyer

MICHIGAN

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
ANN ARBOR	*WPAG-TV	16		3x4	GE	2 days	Opers.
BAY CITY	WNEM-TV	16	2x2		DuMont	72	Opers.
CADILLAC	*WWTV	16	2x2	3¼x4	GE	1 wk	Clayton
DETROIT	*CKLW-TV	16	2x2		Gray	48	S. C.
	*WJBK-TV	16	2x2		GE; Gray	24	Ralph
	*WWJ-TV	16	2x2	4x5	Selectro; Telejector	48	J. Schl
	*WXYZ-TV	16&35	2x2		Eastman	48	E. Ash
GRAND RAPIDS	*WOOD-TV	16	2x2	4x5	Gray	48	David
KALAMAZOO	*WKZO-TV	16	2x2	4x5	Gray	72	Opers.
LANSING	*WJIM-TV	16	2x2		Gray	1 wk	Phil Sh
	*WTOM-TV	16	2x2		Gray	72	Ed Car
SAGINAW	*WKNX-TV	16	2x2		RCA	48	Jay Ott Oliver
TRAVERSE CITY	WPBN-TV	16	2x2	4x5	RCA	48	R. E.

MINNESOTA

AUSTIN	KMMT	16		4x5	DuMont	96	
DULUTH-SUPERIOR, WIS.	KDAL-TV	16	2x2		Gray	24	Opers.
	*WDSM-TV	16	2x2	3¼x4	GE; Gray	48	E. M.
	KMGM-TV	16	2x2	4x5	Gray; RCA	48	Opers.
MINNEAPOLIS-ST. PAUL	*KSTP-TV	16	2x2			72	Del Fra
	*WCCO-TV	16	2x2	3¼x4	Eastman; GE	48	Harry J.
	*WTCN-TV	16	2x2	4x5	GE; RCA	24	Gene W
ROCHESTER	*KROC-TV	16	2x2		RCA	48	Don Per

MISSISSIPPI

COLUMBUS	*WCBI-TV	16&35	2x2		Gray; RCA	48	Opers.
HATTIESBURG	*WDAM-TV	16	2x2		Gray	72	Keith G
JACKSON	*WJTV	16	2x2		Eastman	48	Ken Part
	*WLBT	16	2x2		RCA	24	Frank G
MERIDIAN	WTOK-TV	16	2x2		Gray	72	Opers.
TUPELO	*WTWV	16	2x2		Holmes	48	B. F. P

MISSOURI

COLUMBIA	*KOMU-TV	16	2x2	4x5	GE; Selectro	72	John Cu
HANNIBAL	*KHQA-TV	16	2x2		DuMont	72	W. Roth
JEFFERSON CITY	KRCG-TV	16	2x2		RCA	72	Laney L
JOPLIN	*KODE-TV	16	2x2		Gray; RCA	1 wk	Ron Rob
KANSAS CITY	*KCMO-TV	16	2x2	4x5	RCA; Telop	72	S. B. Tr
	*KMBC-TV	16	2x2		Gray	72	Mori Gr
	*WDAF-TV	16	2x2	4x5	Gray; RCA	72	Jay Barr
ST. JOSEPH	KFEQ-TV	16	2x2		RCA	72	Geen Mil
ST. LOUIS	KSD-TV	16	2x2		Selectro		
	*KTVI	16	2x2		RCA	72	Jack Mur
SPRINGFIELD	*KTTS-TV	16	2x2		RCA	48	Opers.

MONTANA

BILLINGS	*KOOK-TV	16	2x2	4x5	DuMont; Selectro	48	Ed Pelss
BUTTE	*KXLF-TV	16	2x2		Gray	96	Oper
GREAT FALLS	*KFBB-TV	16	2x2	4x5	DuMont	48	W. Blanc
MISSOULA	*KMSO-TV	16	2x2		GE	24	Dick Can

NEBRASKA

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
STINGS	*KHAS-TV	16	2x2	4x5	RCA, Telop	18	H. H. Packard
RNEY	*KHOL-TV	16	2x2		Selectro	72	Opers. Desk
COLN	*KOLN-TV	16	2x2		RCA	72	E. Moleenstein
HA	KMTV	16&35	2x2		RCA	48	Jack Katz
	*WOW-TV	16	2x2		RCA	48	Jim Hill

NEVADA

VEGAS	*KLAS-TV	16	2x2		GE	72	
	*KLRJ-TV	16	2x2		RCA	72	Anne Gibb
	KSHO-TV	16	2x2		Eastman	18	Bob Gardner
O	*KOLO-TV	16	2x2		RCA	18	D. Yasmer

NEW HAMPSHIRE

CHESTER	WMUR-TV	16	2x2	4x5, 8x10	Selectro	48	W. Gilbersleeve

NEW MEXICO

UQUERQUE	*KGGM-TV	16	2x2		RCA	72	Opers. Desk
	*KOAT-TV	16	2x2	4x5	DuMont	48	E. Whitefield
	*KOB-TV	16	2x2		Selectro	18	Al Jarrett
LSBAD	*KAVE-TV	16	2x2			18	J. H. Battison
	KICA-TV	16	2x2	4x5	Gray; Telop	72	Louis Pyka
WELL	*KSWS-TV	16	2x2		Federal	72	Opers. Desk

NEW YORK

ANY	WCDA	16	2x2		Holmes; GPL	1 wk	C. G. Pogan
GHAMTON	*WNBF-TV	16	2x2		Gray	21	Ronald Maines
FALO	*WBEN-TV	16	2x2		Eastman; Gray	96	Fred Keller
	*WBUF-TV	16	2x2	4x5	Gray	96	Frank Harms
	*WGR-TV	16	2x2		Gray; RCA	72	V. R. DeVries
THAGE	*WCNY-TV	16	2x2		GE	48	Glenn Hall
W YORK	*WABC-TV	16&35	2x2		B&H	48	George Rice
	WABD	16&35	2x2	4x5	B&H; RCA	72	Opers. Desk
	WATV	16	2x2		RCA	48	Opers. Desk
	*WCBS-TV	16&35		4x5	Gray	2 wks	M. Lonsberry
	*WOR-TV	16&35	2x2		B&H; GE;	21	
	*WPIX	16&35	2x2		RCA; Eastman	72	A. Cook
	*WRCA-TV	16&35		4x5	RCA	48	Stanford Levy
TSBURGH	WPTZ-TV	16	2x2	4x5	DuMont	48	Albert Cahill
HESTER	*WHEC-TV	16	2x2	3x4	GE; Gray	72	Opers. Desk
	*WROC-TV	16	2x2		Gray	1 wk	S. Novelli
	*WVET-TV	16	2x2		GE; Gray	72	Opers. Desk
ENECTADY	*WRGB	16	2x2		GE	1 wk	Albert Zink
YACUSE	WHEN-TV	16	2x2		RCA	48	Ed Herr
	*WSYR-TV	16	2x2	3¼x4	GE; Gray	48	W. Rothrum
TICA	*WKTV	16	2x2		Gray	48	F. Gruenwald

NORTH CAROLINA

ASEVILLE	*WLOS-TV	16	2x2	4x5	Federal; FTL	72	S. W. Wright
ARLOTTE	WBTV	16	2x2		RCA	72	Bob Carroll
URHAM	*WTVD	16	2x2	4x5	DuMont	72	Gladys Boykin
REENSBORO	WFMY-TV	16	2x2	4x5	DuMont	72	Jack Wiggins

NORTH CAROLINA (cont.)

City	Call letters	mm	Slides tr.	Slides sp.	Projectors	Adv. for art work—hours	Contact
GREENVILLE	*WNCT	16	2x2		Trescal	72	Hank Tribley
WASHINGTON	*WITN	16	2x2	4x4	GE; Gray	48	Hal Wilson
WILMINGTON	*WMFO-TV	16	2x2		RCA	72	W. Jackson
WINSTON-SALEM	*WSJS-TV	16	2x2		GE	72	Fred Gibson
	*WTOB-TV	16	2x2		RCA, Telop	24	Willie Taylor

NORTH DAKOTA

BISMARCK	*KBMB-TV	16		4x5	B&H	48	Opers. Desk
	*KFYR-TV	16	2x2	4x5	Eastman, Gray	48	A. L. Anderson
DICKINSON	KDIX-TV	16	2x2				L. Hancke
FARGO	*WDAY-TV	16	2x2		Gray	48	Jack Lester
MINOT	*KCJB-TV	16	2x2	4x5	DuMont	48	Opers. Desk
VALLEY CITY	*KXJB-TV	16	2x2		DuMont	24	Opers. Desk

OHIO

AKRON	WAKR-TV	16	2x2		RCA, Telop	72	Ken Keegan
CINCINNATI	WCPO-TV	16	2x2		GE	48	H. Freeman
	*WKRC-TV	16	2x2		GE	48	Barry Hersh
	*WLW-T	16	2x2		Gray, Selectro	48	Abe Coran
CLEVELAND	*KYW-TV	16&35	2x2		Selectro	72	E. P. Stover
	WEWS	16	2x2	4x5	GE	1 wk	Opers. Desk
	*WJW-TV	16	2x2	3¼x1	GE; RCA Eastman;	48	R. C. Wright
COLUMBUS	WBNS-TV	16	2x2		RCA	48	R. Sprouse
	*WLW-C	16	2x2			72	Bud Gillis
	*WTVN-TV	16	2x2		Gray	48	J. Jenkins
DAYTON	*WHIO-TV	16	2x2		Gray	72	Chuck Gay
	*WLW-D	16	2x2		Gray	96	Bob Province
LIMA	WIMA-TV	16	2x2		RCA	1 wk	Dick Hoover
STEUBENVILLE	*WSTV-TV	16	2x2		Gray	72	G. Wilson
TOLEDO	*WSPD-TV	16	2x2			2 wks	Opers. Desk
YOUNGSTOWN	WFMJ-TV	16	2x2		RCA	24	G. Donahey
	WKBN-TV	16&35	2x2		Eastman; Gray	48	J. L. Bowder
ZANESVILLE	*WHIZ-TV	16	2x2		GPL	7 days	Irv. Jarvis

OKLAHOMA

ADA	*KTEN	16	2x2		Gray	72	Jack Hoover
ARDMORE	KVSO-TV	35	2x2				G. Varnell
ENID	*KGEO-TV	16	2x2	4x5	RCA	72	R. Walborn
LAWTON	*KSWO-TV	16&35	2x2		Selectro	72	Bob Scott
OKLAHOMA CITY	KWTV	16	2x2	4x5	Gray; RCA	72	W. P. Dickey
	*WKY-TV	16	2x2		Gray; Selectro	72	Joe Jerkins
TULSA	*KOTV	16	2x2	4x5	Selectro	72	Dale E. Hart
	KTVX	16	2x2		GE	48	Ronald Still
	KVOO-TV	16	2x2	4x5	GE; Selectro Telop	72	Bill Saffer

OREGON

EUGENE	KVAL-TV	16	2x2		Gray	48	R. Anderson
KLAMATH FALLS	KOTI	16	2x2		Selectr	72	Opers. Desk
MEDFORD	*KBES-TV	16	2x2		GPL	72	Opers. Desk
PORTLAND	KLOR	16	2x2	4x5	DuMont	48	W. Plummer
	*KOIN-TV	16	2x2		S&S	72	Opers. Desk
	*KPTV	16	2x2		RCA	24	C. Sherland

(CONTINUED)

PENNSYLVANIA

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
ALTOONA	*WFBG-TV	16	2x2	3¼x4	GPL	72	Betty Adams
BETHLEHEM	*WLEV-TV	16	2x2	3¼x4	Belop	96	Opers. Desk
GASTON	*WGLV	16	2x2		RCA	72	P. Gallagher
ERIE	WICU	16	2x2		GE; RCA	48	Bob Lunquist
	*WSEE-TV	16	2x2		Gray	72	Arthur Hook
HARRISBURG	*WCMB-TV	16	2x2		Gray	72	Ed K. Smith
	*WHP-TV	16	2x2		Gray	72	Dick Redmond
	*WTPA	16	2x2		Gray	1 wk	Opers. Desk
JOHNSTOWN	WARD-TV	16	2x2		Gray		
	WJAC-TV	16	2x2		RCA; Selectro	1 wk	John Hepburn
PHILADELPHIA	*WCAU-TV	16	2x2		Gray	48	Opers. Desk
	*WFIL-TV	16	2x2	3¼x4	GE; Gray	72	James Felix
	*WRCV-TV	16	2x2		RCA	72	Sam Stewart
PITTSBURGH	KOKA-TV	16	2x2		DuMont	24	Calvin Jones
SCRANTON	*WARM-TV	16	2x2		Gray	48	W. Dawson
	*WGBI-TV	16	2x2		S&S	48	M. Rosenthal
WILKES-BARRE	*WILK-TV	16	2x2		Gray	48	Steve Hanley
YORK	*WNOW-TV	16	2x2		DeVry		R. R. Getz
	*WSBA-TV	16	2x2		S&S	48	Jack Herr

RHODE ISLAND

PROVIDENCE	*WJAR-TV	16	2x2		GE	72	F. R. Griffiths

SOUTH CAROLINA

ANDERSON	*WAIM-TV	16	2x2	3x4	Federal; Gray	72	Ray Bareth
CHARLESTON	*WCSC-TV	16	2x2		DuMont	72	L. Hanevold
COLUMBIA	*WIS-TV	35	2x2		RCA	72	Opers. Desk
	*WNOK-TV	16	2x2		DuMont	72	G. Thomas
FLORENCE	*WBTW	16	2x2		RCA	72	G. Burnette
GREENVILLE	*WFBC-TV	35	2x2		RCA	72	Bob Glass

SOUTH DAKOTA

RAPID CITY	KOTA-TV	16	2x2	4x5	RCA	72	N. Heffron
SIOUX FALLS	*KELO-TV	16	2x2		RCA	72	M. Stewart

TENNESSEE

CHATTANOOGA	*WDEF-TV	16	2x2		RCA	72	M. Quave
	WRGP-TV	16	2x2		Gray	72	Larry Keown
JACKSON	WDXI-TP	16		4x5	B&H	72	L. Dunne
JOHNSON CITY	*WJHL-TV	16	2x2		Gray	48	Opers. Desk
KNOXVILLE	*WATE-TV	16	2x2		Gray	48	J. T. McCloud
	WBIR-TV	16	2x2		RCA	72	Neal Branch
	*WTVK	16	2x2		DuMont	48	Bill Eckstein
MEMPHIS	*WHBQ-TV	16	2x2	3¼x4	Projectall	48	Opers. Desk
	*WMCT	16	2x2		Selectro	8	Opers. Desk
NASHVILLE	*WLAC-TV	16	2x2		Gray; RCA	72	V. Murrey
	*WSIX-TV	16	2x2		GE	72	J. L. Harper
	*WSM-TV	16	2x2		RCA	48	Brad Crandall

TEXAS

ABILENE	*KRBC-TV	16	2x2		GE	1 wk	Opers. Desk
AMARILLO	*KFDA-TV	16	2x2	4x5	Federal; Gray	72	Dan Hayslett
	*KGNC-TV	16	2x2	4x5	Gray; RCA	48	Opers. Desk
AUSTIN	*KTBC-TV	16	2x2		RCA; Selectro	72	Fred Noble

TEXAS (cont.)

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
BEAUMONT	*KFDM-TV	16	2x2		RCA	36	M. M.
BIG SPRING	*KBST-TV	16	2x2	4x5	GE	48	Jack W
CORPUS CHRISTI	*KVOO-TV	16	2x2		RCA	72	Bert M
DALLAS	*KRLD-TV	16	2x2		Eastman	48	Gene C
	*WFAA-TV	16	2x2	4x5	DuMont	72	T. S. P
EL PASO	*KILT-TV	16	2x2		Gray	48	H. Bal
	*KROD-TV	16	2x2	4x5	RCA	24	Opers.
	*KTSM-TV	16	2x2	4x5	Gray; Telop	48	Jim Wa
	*XEJ-TV	16	2x2	4x5	Holmes; Telop	48	R. Fitzt
FORT WORTH	KFJZ-TV	16	2x2	4x5	GE; Gray	72	Bob Po
	*WBAP-TV	16	2x2	4x5	Gray; Telop; Selectro	24	Phil Wy
GALVESTON	*KGUL-TV	16	2x2		Eastman	1 wk	Bob Wil
HARLINGEN	*KGBT-TV	16	2x2	4x5	Gray	1 wk	Opers. I
HOUSTON	*KTRK-TV	16	2x2	4x5	DuMont	72	Bill Ben
LAREDO	KHAD-TV	16	2x2		B&H	24	John A.
LUBBOCK	*KCBD-TV	16	2x2	4x5	Gray; RCA	48	Opers. I
	*KDUB-TV	16	2x2	4x5	DuMont	72	Ray Tre
LUFKIN	*KTRE-TV	16	2x2	3¼x4	Eastman; Selectro	1 wk	Boyd Po
MIDLAND	KMID-TV	16	2x2		RCA	72	George C
SAN ANGELO	*KTXL-TV	16	2x2		RCA	72	Al Cobb
SAN ANTONIO	*KCOR-TV	16	2x2		RCA	72	E. Nicol
	*KENS-TV	16	2x2		Holmes	48	Opers. D
	WOAI-TV	16	2x2		Gray	72	Robert R
SWEETWATER	*KPAR-TV	16	2x2				Ray Tren
TEMPLE	KCEN-TV	16	2x2	3¼x4			Gene Lew
TEXARKANA	*KCMC-TV	16	2x2	3¼x4	GE; Selectro	48	Opers. D
WESLACO	*KRGV-TV	16	2x2	4x5	GE; Gray	72	Dallas W
WICHITA FALLS	*KFDX-TV	16	2x2	4x5	Gray; RCA	72	Art Raw
	*KSYD-TV	16	2x2		Eastman		Don Bro

UTAH

SALT LAKE CITY	KSL-TV	16	2x2		Holmes	24	Ted Kimb
	*KTVT	16	2x2		Gray	24	Dan Rain
	*KUTV	16	2x2		RCA	48	Duane H

VERMONT

BURLINGTON	*WCAX-TV	16	2x2	4x5	Selectro	72	Opers. De

VIRGINIA

BRISTOL	*WCYB-TV	16	2x2	3¼x4	GE; GPL; Gray	5 days	Fey Roger
HARRISONBURG	*WSVA-TV	16	2x2	4x5	GE; Selectro; Telop	48	Robt. E. I
LYNCHBURG	*WLVA-TV	16	2x2		DeVry; DuMont	72	W. Uttal
NORFOLK	WAVY-TV	16&35	2x2		RCA	72	R. Fraser
	*WTAR-TV	16	2x2		Gray	72	H. Soldin
	*WVEC-TV	16	2x2		Gray	48	L. W. Kil
PETERSBURG	*WXEX-TV	16	2x2		RCA	72	Paul Jens
RICHMOND	*WRVA-TV	16	2x2	4x5	DuMont	24	Bill Denni
	*WTVR	16	2x2		RCA	72	C. Rianha
ROANOKE	*WDBJ-TV	16	2x2		DuMont	72	B. H. Bro
	*WSLS-TV	16	2x2		Gray	72	H. Fitzpatr

WASHINGTON

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv for art work—hours	Contact
LLINGHAM	*KVOS-TV	16	2x2		RCA	36	Opers Desk
ATTLE	*KING-TV	16	2x2		RCA	48	Opers Desk
	*KOMO-TV	16	2x2		Eastman	72	Al Stewart
OKANE	*KHQ-TV	16	2x2		GE;Selectro; Telop	72	C Burmingham
	*KREM-TV	16	2x2	4x5	DeVry, GPL	72	W J Schaar
	*KXLY-TV	16	2x2		RCA	72	Gene Roth
COMA	KTNT-TV	16	2x2		GE	24	W Spencer
	*KTVW	16	2x2		Eastman	48	Cy Flory
KIMA	*KIMA-TV	16	2x2		Eastman, GE, Selectro	48	Bill Mosely

WEST VIRGINIA

UEFIELD	*WHIS-TV	16	2x2		RCA	72	P. Flanagan
ARLESTON	*WCHS-TV	16	2x2		RCA	72	M S Cohn
IRMONT	*WJPB-TV	16	2x2		RCA	24	Bill Board
NTINGTON	*WHTN-TV	16	2x2		Gray; RCA; Selectro	48	Opers. Desk
	WSAZ-TV	16	2x2		RCA	48	Ned Brooke
K HILL	*WOAY-TV	16	2x2		Gray; RCA	48	R Thomas, Jr.
RKERSBURG	*WTAP	16	2x2		Gray; RCA	48	Oper Desk
EELING	*WTRF-TV	16	2x2		RCA	1 wk	H N Smith

WISCONSIN

U CLAIRE	*WEAU-TV	16	2x2	3¼x1	RCA	1 wk	R Kepler
EEN BAY	*WBAY-TV	16	2x2	3¼x4	RCA	72	Don Bergner
	*WFRV-TV	16	2x2		DuMont	5 days	Don Arneson
CROSSE	*WKBT	16	2x2	3x4	Gray, Tressel	72	R O. Skaran
OISON	*WISC-TV	16	2x2		RCA	48	Dick Kepler
	*WKOW-TV	16	2x2		RCA	48	Chuck Hogan
	*WMTV	16	2x2		RCA	48	Wanda Montz
RINETTE	*WMBV-TV	16	2x2		RCA	72	Oper. Desk
LWAUKEE	WISN-TV	16	2x2		DuMont; RCA	48	B. Smith
	*WITI-TV	16	2x2		DuMont	72	Oper. Desk
	WTMJ-TV	16	2x2	4x5	Gray; RCA	72	George Comte
	*WXIX	16	2x2		RCA	48	S. Rosenman
PERIOR-DULUTH, MINN.	*WOSM-TV	16	2x2		Selectro	48	Tom Gavin
AUSAU	*WSAU-TV	16	2x2		RCA	72	B Kellnhauser

WYOMING

EYENNE	*KFBC-TV	16	2x2		Vidicon	48	W C. Grove

ALASKA

CHORAGE	KENI-TV	16	2x2		Holmes	24	James Fletcher
	KTVA	16	2x2		GE; Selectro	72	A. G. Hlebert
IRBANKS	*KFAR-TV	16	2x2	4x5	Gray; Telop	72	John M. Miller
	*KTVF	16	2x2		GE	72	John Griffin
NEAU	*KINY-TV	16	2x2		B&H; Selectro;	72	R Peter

HAWAII

LO	KHBC-TV	16	2x2		RCA	48	Robert Costa
NOLULU	*KGMB-TV	16	2x2		RCA	48	Robert Costa
	*KONA	16	2x2		RCA	72	Jim Spencer
	*KULA-TV	16	2x2	4x5	DuMont	48	Art Sprinkle

PUERTO RICO

City	Call letters	mm	Slides tr	Slides op	Projectors	Adv for art work—hours	Contact
SAN JUAN	WKAQ-TV	16	2x	4x5	GE	48	Oscar Reinosa

CANADA

Alberta

CALGARY	CHCT-TV	16	2x2		Gray	72	R Watson
EDMONTON	CFRN-TV	16	2x2	4x4	GE, Selectro	72	Harry Gordon
LETHBRIDGE	CJLH-TV	16	2x2		Eastman	48	N Butterill

British Columbia

VANCOUVER	CBUT	16	2x2			48	Hugh Palmer

Manitoba

WINNIPEG	CBWT	16	2x2			10 days	R L Hurley

New Brunswick

MONCTON	CKCW-TV	16	2x2		RCA	4	K S Chase
ST. JOHN	CHSJ-TV	16&35					Wm Stewart

Newfoundland

ST. JOHN'S	CJON-TV	16	2x2	4x5	RCA; Telop	48	Colin Jamieson

Nova Scotia

HALIFAX	CBHT	16	2x2				Carl MacCaul
SYDNEY	CJCB-TV	16			DuMont		N. Nathanson

Ontario

BARRIE	CKVR-TV	16	2x2		B&H; Gray	72	Chas Tierney
KINGSTON	CKWS-TV	16	2x2	4x5	Gray	48	R Hofstetter
KITCHENER	CKCO-TV	16	2x2	3x4	GE	48	W McGregor
LONDON	*CFPL-TV	16	2x2		RCA, Philco	72	Tom Bird
NORTH BAY	*CKGN-TV	16	2x2	3¼x4	GE, Gray; Telop		F Nixon
OTTAWA	CBOFT	16	2x2				
	CBOT	16	2x2				
PORT ARTHUR	CFPA-TV	16	2x2		RCA		R H Parker
SUDBURY	CKSO-TV				RCA	72	W T Woodill
TIMMINS	CFCL-TV	16&35	2x2	4x5	Eastman; Telop		J de Villiers
TORONTO	CBLT	16	2x2				F Mutrie
WINDSOR	*CKLW-TV	16	2x2	4x5	Gray	48	Bruce Chick
WINGHAM	CKNX-TV	16&35	2x2	4x5	RCA	72	R Hamilton

Prince Edward Island

CHARLOTTETOWN	CFCY-TV	16	2x2	4x5	B&H, Telop	4	E Williams

Quebec

JONQUIERE	*CKRS-TV	16	2x2		Gray	96	Larry Taillefer
MONTREAL	CBFT	16	2x2				F Guerard
	CBMT	16	2x2				A Quimet
QUEBEC	CFCM-TV	16	2x2	4x5	DuMont	48	
RIMOUSKI	*CJBR-TV	16	2x2		RCA	72	CSR. Stovin
SHERBROOKE	CHLT-TV	16	2x2		Gray		Jos A Hard

Saskatchewan

REGINA	CKCK-TV	16	2x2		GE, Selectro	72	Larry Glover
SASKATOON	CFQC-TV	16	2x2	4x5	RCA Stewart	72	W Romanow

homemaking

symbol

x indicates station covers appeal under column heading
See master directory for homemaking hours per week

• Homemaking, identified in the early days of television with kitchen shows, is in today's tv scheme of things a huge umbrella under which one can find most any program designed specifically for women. In general, the most popular categories remain: kitchen, home decoration, child care, do-it-yourself, fashion & beauty. Kitchen shows remain tops with 77% of the 365 respondents reporting this category. This is slightly more than last year when 87% of respondents claimed kitchen shows. Fashion is number two with 69% compared with 71% last year. Do-it-yourself ranks third with 49% of the stations reporting this category, home decoration shows rank fourth with 43% of the stations reporting them while 56% claimed beauty shows. Child care programs show a slight decline from 49% last year to 38% this year.

		Kitchen	Home Decor	You Do-It	Child Care	Fash-ion	Beauty
ALABAMA							
BIRMINGHAM	WABT	x	x	x	x	x	x
	WBRC-TV	x	x				
MOBILE	WALA-TV	x	x			x	x
	WKRG-TV	x	x	x	x	x	x
MONTGOMERY	WCOV-TV	x	x		x	x	
	WSFA-TV			x			
ARIZONA							
PHOENIX	KPHO-TV	x	x	x		x	x
	KTVK	x	x			x	x
TUCSON	KDWI-TV			x		x	
	KOPO-TV	x	x			x	x
YUMA	KIVA	x				x	
ARKANSAS							
EL DORADO	KRBB	x	x	x	x	x	x
FORT SMITH	KFSA	x	x		x	x	x
LITTLE ROCK	KARK-TV	x				x	x
	KTHV	x	x	x	x	x	x
TEXARKANA	KCMC-TV	x	x	x	x	x	x
CALIFORNIA							
BAKERSFIELD	KERO-TV	x					
CHICO	KHCL-TV	x		x		x	
EUREKA	KIEM-TV	x	x	x		x	
FRESNO	KFRE-TV	x	x	x	x	x	x
	KJEO-TV	x	x			x	
	KMJ-TV	x	x	x		x	
LOS ANGELES	KHJ-TV	x					x
	KNXT	x	x	x	x	x	x
	KTLA	x	x	x	x	x	x
REDDING	KVIP			x		x	
SACRAMENTO	KBET	x					
	KCCC-TV	x				x	
	KCRA-TV	x	x	x	x	x	x
SAN DIEGO	KFSD-TV	x	x	x	x	x	x
SAN FRANCISCO	KGO-TV	x	x	x	x	x	x
	KPIX	x	x	x	x	x	
	KRON-TV				x	x	
SAN JOSE	KNTV	x	x	x	x	x	x
SAN LUIS OBISPO	KVEC-TV		x	x		x	x
SANTA BARBARA	KEY-T					x	x
STOCKTON	KOVR	x					

		Kitchen	Home Decor	You Do-It	Child Care	Fash-ion	Beauty
COLORADO							
COLO. SPRINGS	KKTV	x	x	x	x	x	x
DENVER	KBTV	x	x	x	x	x	x
PUEBLO	KCSJ-TV	x	x	x	x	x	x
CONNECTICUT							
HARTFORD	WHCT	x					
	WNBC	x					
NEW HAVEN	WNHC-TV	x					
DISTRICT OF COLUMBIA							
WASHINGTON	WRC-TV	x	x			x	x
	WTOP-TV	x	x			x	x
	WTTG	x	x	x	x	x	x
FLORIDA							
JACKSONVILLE	WMBR-TV	x	x		x	x	x
MIAMI	WITV					x	
ORLANDO	WDBO-TV		x	x		x	x
PENSACOLA	WEAR-TV	x		x		x	x
ST. PETERSBURG	WSUN-TV	x	x	x		x	x
TAMPA	WFLA-TV	x			x		
	WTVT	x					
W. PALM BEACH	WPTV	x	x		x	x	x
GEORGIA							
ALBANY	WALB-TV	x	x	x	x	x	x
ATLANTA	WAGA-TV	x	x			x	x
	WLW-A	x	x		x	x	x
	WSB-TV	x	x	x	x	x	x
AUGUSTA	WJBF	x		x		x	
	WRDW-TV		x	x		x	x
COLUMBUS	WDAK-TV	x	x	x	x	x	x
	WRBL-TV	x	x		x	x	x
SAVANNAH	WSAV-TV	x	x	x	x	x	x
	WTOC-TV	x	x		x		
THOMASVILLE	WCTV	x	x	x		x	
IDAHO							
BOISE	KBOI-TV	x	x		x	x	
	KIDO-TV		x	x		x	x
TWIN FALLS	KLIX-TV	x	x			x	
ILLINOIS							
CHAMPAIGN	WCIA	x	x	x		x	x

(CONTINUED)

		Kitchen	Home Decor	You Do-It	Child Care	Fashion	Beauty
ILLINOIS (cont.)							
CHICAGO	WBBM-TV	x	x	x	x	x	x
	WBKB-TV	x			x		
	WGN-TV				x		x
	WNBQ	x		x		x	x
DECATUR	WTVP	x	x	x	x	x	x
HARRISBURG	WSIL-TV		x			x	x
ROCKFORD	WREX-TV	x	x	x	x	x	x
ROCK ISLAND	WHBF-TV	x	x	x		x	x
SPRINGFIELD	WICS	x	x			x	x
INDIANA							
EVANSVILLE	WEHT				x		
	WFIE-TV	x	x	x		x	
	WTVW	x	x			x	x
FORT WAYNE	WIN-T				x		
	WKJG-TV	x	x			x	x
INDIANAPOLIS	WFBM-TV	x	x	x	x	x	x
SOUTH BEND	WSBT-TV	x	x				
IOWA							
CEDAR RAPIDS	KCRG-TV		x				
	WMT-TV	x	x	x	x	x	x
DAVENPORT	WOC-TV		x		x	x	x
DES MOINES	WHO-TV	x	x	x	x	x	x
	WOI-TV	x	x	x	x	x	x
FORT DODGE	KQTV	x	x			x	
MASON CITY	KGLO-TV	x	x	x	x	x	x
OTTUMWA	KTVO	x	x	x		x	x
SIOUX CITY	KTIV	x	x	x	x	x	x
	KVTV	x	x			x	x
WATERLOO	KWWL-TV	x	x				x
KANSAS							
GREAT BEND	KCKT-TV	x	x			x	x
TOPEKA	WIBW-TV	x					
WICHITA	KAKE-TV	x	x	x	x	x	x
	KARD-TV		x		x	x	x
	KTVH	x	x				
KENTUCKY							
LEXINGTON	WLEX-TV	x				x	
LOUISVILLE	WAVE-TV	x	x		x	x	x
	WHAS-TV	x	x		x	x	x
LOUISIANA							
ALEXANDRIA	KALB-TV		x			x	
BATON ROUGE	WAFB-TV	x	x			x	x
	WBRZ	x					
LAFAYETTE	KLFY-TV	x				x	
LAKE CHARLES	KPLC-TV	x					
MONROE	KONE-TV	x	x	x	x		
NEW ORLEANS	WDSU-TV	x	x	x	x	x	x
	WJMR-TV	x		x		x	x
SHREVEPORT	KSLA-TV	x	x	x	x	x	x
	KTBS-TV	x	x	x	x	x	x
MAINE							
BANGOR	WABI-TV	x	x	x	x	x	x
	W-TWO	x		x		x	
PORTLAND	WCSH-TV	x	x	x		x	
	WGAN-TV		x	x		x	x
MARYLAND							
BALTIMORE	WAAM	x	x	x	x	x	x
	WMAR-TV	x	x		x		
SALISBURY	WBOC-TV					x	
MASSACHUSETTS							
BOSTON	WBZ-TV	x					
	WNAC-TV	x	x			x	x
SPRINGFIELD	WHYN-TV	x				x	x
	WWLP	x	x	x		x	x
MICHIGAN							
BAY CITY	WNEM-TV	x	x		x	x	x
CADILLAC	WWTV	x	x		x	x	x
DEROIT	CKLW-TV	x			x	x	x
	WWJ-TV	x	x	x	x	x	x
	WXYZ-TV	x	x	x		x	x
GRAND RAPIDS	WOOD-TV	x	x	x	x	x	x
KALAMAZOO	WKZO-TV		x		x	x	x
LANSING	WJIM-TV	x	x	x		x	
MINNESOTA							
AUSTIN	KMMT			x			
DULUTH-SUPERIOR	KDAL-TV	x	x	x	x	x	x
	WDSM-TV	x	x			x	
MINNEAPOLIS-ST. PAUL	WCCO-TV	x	x	x		x	x
	WTCN-TV				x		
ROCHESTER	KROC-TV	x	x	x	x	x	x
MISSISSIPPI							
COLUMBUS	WCBI-TV	x	x	x			
JACKSON	WJTV	x					
	WLBT	x	x	x	x	x	x
TUPELO	WTWV	x	x	x	x	x	x
MISSOURI							
COLUMBIA	KOMU-TV	x		x			
HANNIBAL	KHQA-TV	x	x	x		x	
KANSAS CITY	KCMO-TV	x	x		x	x	x
	KMBC-TV	x	x			x	
	WDAF-TV	x		x			
ST. JOSE	KFEQ-TV	x	x	x		x	x
SPRINGFIELD	KTTS-TV	x					
MONTANA							
BILLINGS	KOOK-TV	x	x	x	x	x	x
BUTTE	KXLF-TV		x	x	x	x	x
GREAT FALLS	KFBB-TV	x	x		x	x	
MISSOULA	KMSO-TV	x	x	x		x	x
NEBRASKA							
HASTINGS	KHAS-TV	x					
KEARNEY	KHOL-TV	x	x		x	x	
LINCOLN	KOLN-TV	x					
OMAHA	KMTV	x	x	x	x	x	x
	WOW-TV	x	x	x	x	x	x
NEVADA							
LAS VEGAS	KLAS-TV	x	x	x	x	x	
	KLRJ-TV	x	x			x	x
NEW MEXICO							
ALBUQUERQUE	KGGM-TV	x					
	KOAT-TV	x					
	KOB-TV	x	x	x		x	x
BOSWELL	KSWS-TV		x	x	x	x	x
NEW YORK							
ALBANY	WCDA	x					
BINGHAMTON	WNBF-TV	x	x	x			
BUFFALO	WGR-TV	x					
CARTHAGE	WCNY-TV	x	x		x	x	
NEW YORK	WABC-TV	x		x	x	x	x
	WARD	x				x	x
	WATV					x	x
	WPIX	x					
	WRCA-TV	x		x		x	x
PLATTSBURG	WPTZ	x				x	
ROCHESTER	WHEC-TV	x					
	WROC-TV	x					
SCHENECTADY	WRGB	x	x			x	x
SYRACUSE	WHEN-TV	x	x	x	x	x	x
	WSYR-TV	x	x	x	x	x	x
UTICA	WKTV	x					
NORTH CAROLINA							
ASHEVILLE	WLOS-TV	x					
CHARLOTTE	WBTV	x	x	x		x	x
DURHAM	WTVD	x	x			x	x
GREENSBORO	WFMY-TV	x	x	x	x	x	
WASHINGTON	WITN	x	x			x	
WILMINGTON	WMFD-TV	x				x	
WINSTON-SALEM	WSJS-TV					x	
	WTOB-TV					x	
NORTH DAKOTA							
DICKINSON	KDIX-TV	x	x	x	x	x	x
FARGO	WDAY-TV		x	x	x	x	x
MINOT	KCJB-TV	x				x	x
VALLEY CITY	KXJB-TV	x	x	x	x	x	x
OHIO							
AKRON	WAKR-TV	x	x	x		x	x
CINCINNATI	WLW-T	x	x				
CLEVELAND	KYW-TV	x	x	x	x	x	x
	WEWS	x				x	x
	WJW-TV	x	x			x	x
COLUMBUS	WBNS-TV	x					
	WTVN-TV	x	x	x			
LIMA	WIMA-TV	x					
STEUBENVILLE	WSTV-TV		x	x			
TOLEDO	WSPD-TV	x	x	x	x	x	x

		Kitchen	Home Decor	You Do-It	Child Care	Fash-ion	Beauty
OKLAHOMA							
ARDMORE	KVSO-TV	x	x	x	x	x	x
ENID	KGEO-TV	x				x	x
LAWTON	KSWO-TV	x	x	x	x	x	x
OKLAHOMA CITY	KWTV		x	x	x	x	x
	WKY-TV					x	x
TULSA	KOTV	x	x		x	x	x
	KTVX		x	x		x	x
	KVOO-TV	x	x	x	x	x	x
OREGON							
EUGENE	KVAL-TV	x					
KLAMATH FALLS	KOTI		x	x		x	x
MEDFORD	KBES-TV	x					
PORTLAND	KLOR	x	x		x	x	x
	KOIN-TV	x				x	
	KPTV	x	x	x	x	x	x
PENNSYLVANIA							
ALTOONA	WFBG-TV		x			x	
ERIE	WICU	x				x	
JOHNSTOWN	WARD-TV			x	x	x	
PHILADELPHIA	WCAU-TV	x	x	x	x	x	x
	WFIL-TV	x	x	x	x	x	x
	WRCV-TV	x					
PITTSBURGH	KDKA-TV	x			x		
SCRANTON	WARM-TV	x	x			x	
WILKES-BARRE	WILK-TV	x	x	x			
SOUTH CAROLINA							
ANDERSON	WAIM-TV	x	x		x	x	x
CHARLESTON	WCSC-TV	x	x	x	x	x	x
COLUMBIA	WIS-TV	x	x	x	x	x	x
GREENVILLE	WFBC-TV	x	x		x	x	x
SOUTH DAKOTA							
RAPID CITY	KOTA-TV	x	x	x		x	
SIOUX CITY	KELO-TV	x	x		x		
TENNESSEE							
CHATTANOOGA	WDEF-TV	x	x		x	x	x
JACKSON	WDXI-TV	x	x			x	x
JOHNSON CITY	WJHL-TV	x	x	x	x	x	x
KNOXVILLE	WATE-TV	x					
	WBIR-TV		x		x	x	x
MEMPHIS	WHBQ-TV	x	x	x	x	x	x
	WMCT	x	x			x	x
NASHVILLE	WSM-TV	x	x	x	x	x	
TEXAS							
ABILENE	KRBC-TV	x					
AMARILLO	KFDA-TV	x	x	x	x	x	x
	KGNC-TV	x	x		x	x	x
AUSTIN	KTBC-TV	x	x	x	x	x	x
BEAUMONT	KFDM-TV	x					
BIG SPRING	KBST-TV					x	x
CORPUS CHRISTI	KVDO-TV	x					
DALLAS	KRLD-TV	x				x	x
	KFAA-TV	x				x	x
EL PASO	KILT-TV	x		x		x	
	KROD-TV	x			x		
	KTSM-TV	x				x	
FORT WORTH	KFJZ-TV		x			x	x
	WBAP-TV	x	x	x		x	x
HARLINGEN	KGBT-TV	x					x
HOUSTON	KTRK-TV						x
LAREDO	KHAD-TV	x				x	x
LUBBOCK	KCBD-TV	x					
	KDUB-TV	x					x
LUFKIN	KTRE-TV	x	x	x		x	x
MIDLAND	KMID-TV	x	x	x	x	x	x
SAN ANGELO	KTXL-TV	x	x		x	x	x
SAN ANTONIO	KCOR-TV			x			
	KENS-TV			x			
SWEETWATER	KPAR-TV	x					x
TEMPLE	KCEN-TV	x			x		
WICHITA	KFDX-TV	x					x
UTAH							
SALT LAKE CITY	KSL-TV	x	x	x		x	x
	KTVT	x	x	x		x	x
	KUTV	x					x
VERMONT							
BURLINGTON	WCAX-TV	x	x	x		x	x

		Kitchen	Home Decor	You Do-It	Child Care	Fash-ion	Beauty
VIRGINIA							
BRISTOL	WCYB-TV		x		x	x	x
HARRISONBURG	WSVA-TV	x	x			x	
LYNCHBURG	WLVA-TV	x	x				
PETERSBURG	WXEX-TV	x					
RICHMOND	WRVA-TV	x	x	x	x	x	x
	WTVR	x	x			x	
ROANOKE	WDBJ-TV		x			x	x
	WSLS-TV	x	x	x	x	x	x
WASHINGTON							
SEATTLE	KING-TV	x	x			x	x
SPOKANE	KHQ-TV	x	x			x	
	KXLY-TV	x					x
TACOMA	KTVW		x	x		x	x
YAKIMA	KIMA-TV	x	x	x	x	x	x
WEST VIRGINIA							
BLUEFIELD	WHIS-TV		x	x			
CHARLESTON	WCHS-TV	x					
FAIRMONT	WJPB-TV	x	x	x		x	
HUNTINGTON	WHTN-TV	x	x	x	x	x	x
	WSAZ-TV		x	x		x	x
OAK HILL	WOAY-TV	x	x	x		x	
WHEELING	WTRF-TV	x					
WISCONSIN							
GREEN BAY	WBAY-TV	x	x			x	
	WFRV-TV	x				x	x
MADISON	WISC-TV		x			x	
	WKOW-TV	x	x	x		x	x
	WMTV	x	x	x		x	
MARINETTE	WMBV-TV	x	x	x	x	x	x
MILWAUKEE	WISN-TV	x					
	WXIX	x	x	x			
SUPERIOR-	KDAL-TV	x	x	x	x	x	x
DULUTH	WDSM-TV	x	x			x	x
WAUSAU	WSAU-TV		x	x	x	x	x
WYOMING							
CHEYENNE	KFBC-TV	x	x			x	
ALASKA							
ANCHORAGE	KENI-TV	x	x			x	x
	KTVA	x	x	x	x	x	x
FAIRBANKS	KFAR-TV	x			x	x	
JUNEAU	KINY-TV					x	
CANADA							
ALBERTA							
CALGARY	CHCT-TV	x			x	x	x
EDMONTON	CFRN-TV	x	x			x	x
BRITISH COLUMBIA							
VANCOUVER	CBUT	x	x	x	x	x	
MANITOBA							
WINNIPEG	CBWT	x	x	x	x	x	
NEW BRUNSWICK							
MONCTON	CKCW-TV	x	x	x	x	x	x
NEWFOUNDLAND							
ST. JOHN'S	CJON-TV	x	x	x	x	x	x
NOVA SCOTIA							
HALIFAX	CBHT	x	x	x	x	x	
ONTARIO							
BARRIE	CKVR-TV			x			
KINGSTON	CKWS-TV	x			x	x	x
KITCHENER	CKCO-TV	x	x	x		x	x
LONDON	CFPL-TV	x		x	x	x	x
NORTH BAY	CKGN	x	x	x	x	x	x
OTTAWA	CBOFT	x	x	x	x	x	
	CBOT	x	x	x	x	x	
SUDBURY	CKSO-TV	x	x	x		x	x
TIMMINS	CFCL-TV	x				x	
TORONTO	CBLT	x	x	x	x	x	
WINDSOR	CKLW-TV	x				x	x
WINGHAM	CKNX-TV	x	x	x	x	x	x
PRINCE EDWARD ISLAND							
CHARLOTTE-							
TOWN	CFCY-TV	x	x			x	x
QUEBEC							
JONQUIERE	CKRS-TV		x				
MONTREAL	CBFT	x	x	x	x	x	
	CBMT	x	x	x	x	x	
QUEBEC	CFCM-TV	x				x	
RIMOUSKI	CJBR-TV	x				x	
SHERBROOKE	CHLT-TV	x	x	x	x	x	x
SASKATCHEWAN							
REGINA	CKCK-TV	x	x	x	x	x	x
SASKATOON	CFQC-TV	x	x	x	x	x	x

special appeals

• Of the 515 stations now on the air or scheduled to go on the air at an early date, 9% report special appeal programing. This is a slight decrease over last year. Among these stations catering to the marginal audiences there is this trend: In 1954 eight stations reported negro programing; In 1955, 19 stations claimed such programing; in 1956 the number of stations reporting negro programing had jumped to 35, while today 26 stations claim this category. Spanish language programing ranks second with 19 stations reporting it compared to 17 last year; Italian is third with four stations; Jewish and Polish, three stations each; German, two stations. Others are divided among the following langage categories: Hawaiian, Latin-American and Portuguese, one station each.

ARIZONA

PHOENIX
KTVK....Spanish ½ hr wk: variety
TUCSON
KVOA-TV....Spanish 5 hrs wk: variety
YUMA
KIVA....Spanish 4 hrs wk: feature films, film & live variety

CALIFORNIA

FRESNO
KFRE-TV....Spanish ½ hr wk: dramatic
KVVG....Spanish—1 hr wk: variety
Portuguese—2 hrs wk: variety
LOS ANGELES
KCOP....Negro 1 hr wk: variety
KNXT....Negro—½ hr wk: musical variety
Spanish—½ hr wk
Hawaiian—½ hr wk: musical varieties
SALINAS
KSBW-TV....Spanish 2 hrs wk: movie
SAN DIEGO
KFMB-TV....Spanish—½ hr wk: language instruction
XETV....Spanish—6 hrs wk: feature films
SAN FRANCISCO
KSAN-TV....Negro—5 hrs wk: variety

DELAWARE

WILMINGTON
WPFH....Negro—3 hrs wk: D.J., dancing

DISTRICT OF COLUMBIA

WASHINGTON
WTTG....Negro ½ hr wk: variety
Jewish ½ hr wk: variety

FLORIDA

MIAMI
WITV....Spanish—½ hr wk: variety

GEORGIA

AUGUSTA
WJBF....Negro—3 hrs wk: quartets
THOMASVILLE
WCTV....Spanish—½ hr wk: instruction

KENTUCKY

LEXINGTON
WLEX-TV....Negro—½ hr wk: D.J.

LOUISIANA

LAKE CHARLES
KPLC-TV....Negro—¼ hr wk: spirituals
NEW ORLEANS
WJMR-TV....Negro 8 hrs wk
SHREVEPORT
KSLA-TV....Negro—½ hr wk: variety

MARYLAND

BALTIMORE
WAAM....Negro—½ hr wk

MICHIGAN

DETROIT
WXYZ-TV....Negro—4 hrs wk: talent

MINNESOTA

DULUTH-SUPERIOR
WDSM-TV....Polish—½ hr wk: musical

MISSOURI

ST. LOUIS
KTVI....German—½ hr wk: variety
Italian—½ hr wk: film, interviews
Jewish—½ hr wk: interview, variety
Polish—½ hr wk: dancing, interview, musical

NEVADA

LAS VEGAS
KSHO-TV....Negro—3 hrs wk: interviews

NEW YORK

NEW YORK
WATV....German ½ hr wk: variety
Italian—2 hr wk: varieties, 1 hr wk: feature theater—interviews, movies
Jewish—2 hrs wk: Jewish Home, songs, stories, Tel-Aviv songs
Negro—1 hr wk: Gospel, spirituals, 1 hr wk: Harlem Showcase
Polish ½ hr wk: Echoes of Poland
Spanish 2 hrs wk: fiesta, varieties, 2 hrs wk: Latin-American carnival

NORTH CAROLINA

WASHINGTON
WITN....Negro—½ hr wk: musical

OHIO

CINCINNATI
WCPO-TV....Negro—1 hr wk: choral & spiritual
STEUBENVILLE
WSTV-TV....Italian ½ hr wk: drama
TOLEDO
WSPD-TV....Negro 1 hr wk: community center program

SOUTH CAROLINA

ANDERSON
WAIM-TV....Negro 1 hr wk: musical
CHARLESTON
WCSC-TV....Negro ½ hr wk: talent
GREENVILLE
WFBC-TV....Negro ½ hr wk: variety

TENNESSEE

CHATTANOOGA
WRGP-TV....Negro—¼ hr wk: religious

TEXAS

CORPUS CHRISTI
KVDO....Spanish—2 hrs wk: bullfights & talent
EL PASO
XEJ-TV....Spanish 49 hrs wk: all Spanish
LAREDO
KHAD-TV....Spanish ½ hr wk: bullfights & news
SAN ANTONIO
KCOR-TV....Negro 2 hrs wk: historic, religious
Spanish 26 hrs wk: all Spanish
WESLACO
KRGV-TV....Spanish—½ hr wk: variety

VIRGINIA

RICHMOND
WRVA-TV....Negro—1 hr wk: dancing, interviews

WEST VIRGINIA

FAIRMONT
WJPB-TV....Italian ½ hr wk
Negro—½ hr wk: variety
OAK HILL
WOAY-TV....Negro ½ hr wk: songs

WISCONSIN

MILWAUKEE
WISN-TV....Spanish ½ hr wk: educational

WYOMING

CHEYENNE
KFBC-TV....Spanish ½ hr wk

sports

symbols

* local live coverage
‡ film coverage
† network coverage

• 410 stations report coverage of sports events. Network coverage was reported most often, with film coverage ranking second and local live coverage reported least often. An interesting note from the sports responses to the Buyers' Guide questionnaire is the wide variety of sports covered—26 in all. Here is how they break down:

SPORT	NO. STATIONS	SPORT	NO. STATIONS
Football	326	Jalopy	21
Basketball	238	Ice hockey	4
Baseball	252	Racing	4
Wrestling	192	Curling	2
Bowl games	162	Jai-alai	2
Boxing	142	Auto racing	1
Horse racing	112	Bullfights	1
Bowling	97	Fair games	1
Derby	86	Roller derby	1
Golf	85	Roller skating	1
Fishing	60	Skiing	1
Hunting	53	Tennis	1
Hockey	24	W. C. Relays	1

ALABAMA

City	Call Letters	Baseball	Basketball	Football	Others
BIRMINGHAM	WABT	wrld srs†	NCAA†	maj lg‡†	bowl'g; box'g; wrestl'g*
	WBRC-TV	pro*			
DECATUR	WMSL-TV	maj lg† wrld srs†* pro* coll*	pro†; big ten†; NCAA†	maj lg† pro† coll† NCAA†	bowl'g; box'g; horse rac'g; wrestl'g
MOBILE	WALA-TV		NCAA†	NCAA†	
	WKRG-TV	maj lg†	pro† coll†	pro†	bowl'g; fish'g; horse rac'g; wrestl'g
MONTGOMERY	WCOV-TV	maj lg† pro†		pro†	golf; horse rac'g; jalopy; wrestl'g
	WSFA-TV	wrld srs†	pro†	coll‡ NCAA†	bowl'g; box'g; fish'g; golf

ARIZONA

City	Call Letters	Baseball	Basketball	Football	Others
PHOENIX	KOOL-TV	maj lg†		maj lg† pro† coll* NCAA*	bowl'g; horse rac'g
	KPHO-TV			coll‡	
	KTVK				box'g; wrestl'g
	KVAR	maj lg†	NCAA†	NCAA†	bowl'g; box'g; horse rac'g
TUCSON	KDWI-TV				fish'g; hunt'g
	KOPO-TV	x*			
	KVOA-TV		pro† NCAA†	coll†	bowl'g; box'g*; jalopy; wrestl'g
YUMA	KIVA	maj lg† wrld srs†	NCAA†	pro† coll†	bowl'g; box'g; rac'g; wrestl'g

ARKANSAS

City	Call Letters	Baseball	Basketball	Football	Others
EL DORADO	KRBB	maj lg† wrld-srs† pro‡ hs‡	pro† big ten† NCAA†	coll†‡ NCAA† hs‡	bowl'g; box'g; derby; wrestl'g‡
FORT SMITH	KFSA-TV				box'g‡ wrestl'g‡
LITTLE ROCK	KARK-TV	wrld srs†		coll‡ NCAA†	
	KATV		coll*‡	pro† coll‡	box'g; fish'g; horse rac'g; wrestl'g
	KTHV	maj lg†		pro†	
TEXARKANA	KCMC-TV	wrld srs†	pro†	NCAA†	rac'g†

CALIFORNIA

City	Call Letters	Baseball	Basketball	Football	Others
BAKERSFIELD	KERO-TV		pro†		
CHICO	KHSL-TV	maj lg†		maj lg† pro† coll†	wrestl'g

CALIFORNIA (cont.)

City	Call Letters	Baseball	Basketball	Football	Others
EUREKA	KIEM-TV		big tent		box g† wrestl'g†
FRESNO	KFRE-TV	maj lg† prof coll‡		maj lg† prof coll‡	bowl'g; box'g† fishing; golf
	KJEO-TV	maj lg† hs*		coll‡	
	KMJ-TV			NCAA† prof‡	box g† golf‡
	KVVG			coll‡ hs*	box'g† jalopy‡ wre tl'g‡
LOS ANGELES	KCOP		coll*; pro*		bowl'g; box'g; wre tl'g
	KHJ-TV	pro*			bowl g‡ box'g‡
	KNXT		coll*	coll*	races*
	KRCA	maj lg† prof wrld srs†	prof	maj lg† coll‡ NCAA†	bowl'g, box g; derby golf
	KTLA				box'g; roller derby; wrestl'g
	KTTV				jalopy
REDDING	KVIP	wrld srs†	prof	coll‡†	bowl'g† box'g† horse rac'g wrestl'g‡
SACRAMENTO	KBET	maj lg† coll†	prof coll†	prof	bowl'g; derby; wrestl'g
	KCCC-TV			min lg†	wrestl'g‡
	KCRA-TV	wrld srs†	prof	NCAA†	bowl'g; box'g; horse rac'g wrestl'g
SALINAS	KSBW-TV	maj lg†	coll†	prof coll†	bowl'g; box'g; wrestl'g
SAN DIEGO	KFMB-TV	maj lg†	coll†	prof	bowl'g; box'g; fish'g; horse rac'g
	KFSD-TV	coll*			box'g†
	XETV				jal-alal*
SAN FRANCISCO	KGO-TV		coll*		bowl'g; box'g; wrestl'g
	KPIX	maj lg†	big tent prof	prof	horse rac'g†
	KRON-TV	maj lg† prof wrld srs†	prof	maj lg† coll† prof NCAA†	bowl'g; box'g; golf
	KSAN-TV				horse rac'g wrestl'g‡
SAN JOSE	KNTV		coll* big tent		
SANTA BARBARA	KEY-T	maj lg† wrld srs† prof	prof NCAA†	coll† prof	box g; derby; golf, horse rac'g
STOCKTON	KOVR	pro*	coll†	coll‡	box'g; fish'g; hunt g; wrestl'g

COLORADO

COLORADO SP'S	KKTV	maj lg†	prof	prof	ice hockey
	KRDO-TV	maj lg† wrld-srs† prof coll‡ hs‡	prof	NCAA†	bowl g; box'g; golf; jalopy; wrestl'g

(CONTINUED)

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COLORADO (cont.)

City	Call Letters	Baseball	Basketball	Football	Others
DENVER	KBTV			pro†	
	KLZ-TV	maj lg†	big ten†	pro† coll‡	auto rac'g; golf
	KOA-TV	wrld srs†	pro†	wrld srs† coll†* NCAA†	
	KTVR			pro‡ coll‡	bowl'g; box'g; jalopy; wrestl'g
GRAND JUNCTION	KREX-TV	wrld-srs† pro‡ coll‡ hs‡		coll‡	bowl'g
PUEBLO	KCSJ-TV			coll‡ NCAA†	box'g† wrestl'g‡

CONNECTICUT

City	Call Letters	Baseball	Basketball	Football	Others
HARTFORD	WNBC	wrld-srs†	NCAA†	NCAA†	box'g; golf; horse rac'g
NEW HAVEN	WNHC-TV	pro†	coll†	pro†	box'g† wrestl'g‡

DELAWARE

City	Call Letters	Baseball	Basketball	Football	Others
WILMINGTON	WPFH	maj lg*	coll* pro*	Bowl games† pro*	box'g; derby; golf; wrestl'g

DISTRICT OF COLUMBIA

City	Call Letters	Baseball	Basketball	Football	Others
WASHINGTON	WRC-TV		coll* pro†	NCAA†	
	WTOP-TV			pro†	
	WTTG	maj lg*			

FLORIDA

City	Call Letters	Baseball	Basketball	Football	Others
JACKSONVILLE	WJHP-TV	wrld srs†	NCAA†	Bowl games† NCAA†	box'g; fish'g; golf; wrestl'g
	WMBR-TV			coll‡ pro†	
MIAMI	WITV			Bowl games† coll‡ pro‡	box'g; derby; fish'g; jai-alai;
	WTVJ	maj lg†		pro†	rac'g
ORLANDO	WOBO-TV	maj lg† pro†	pro†	Bowl games† NCAA† pro†	box'g; derby; fish'g; wrestl'g
PENSACOLA	WEAR-TV	maj lg†		coll; hs* pro	box'g†
ST. PETERSBURG	WSUN-TV			NCAA†	fish'g† Hialeah†
TAMPA	WFLA-TV	wrld srs† coll‡ hs‡	pro†	Bowl games† NCAA†	box'g; fish'g; golf; wrestl'g
	WTVT	maj lg†		Bowl games† pro†	horse rac'g
W. PALM BEACH	WEAT-TV			Bowl games† pro†	
	WPTV		pro†	coll‡ NCAA†	

GEORGIA

City	Call Letters	Baseball	Basketball	Football	Others
ALBANY	WALB-TV				boxing† wrestl'g‡
ATLANTA	WAGA-TV		NCAA†	pro†	fish'g; hunt'g; horse rac'g
	WLW-A			coll‡	
	WSB-TV	coll* wrld srs†	coll†	coll‡ NCAA†	box'g†
AUGUSTA	WJBF	maj lg† pro† wrld srs†*	pro† NCAA†	maj lg†	box'g; derby† wrestl'g‡
	WRDW-TV	maj lg†		coll‡ hs‡ pro‡	derby; golf; wrestl'g
COLUMBUS	WOAK-TV	coll*	pro†		box'g†
	WRBL-TV	maj lg†	hs‡ pro†	coll‡ hs‡ maj lg† pro†	box'g; derby; golf; horse rac'g
MACON	WMAZ-TV	maj lg† wrld srs†	big ten†	coll‡ NCAA† pro†	wrestl'g
SAVANNAH	WSAV-TV			coll‡	
	WTOC-TV	maj lg†	big ten* pro†*	maj lg*†	fish'g; hunt'g
THOMASVILLE	WCTV	wrld srs†	NCAA†	coll‡ NCAA†	box'g; wrestl'g

IDAHO

City	Call Letters	Baseball	Basketball	Football	Others
BOISE	KBOI-TV	maj lg† pro†	pro†	maj lg† pro†	derby; horse rac'g; wrestl'g
IDAHO FALLS	KID-TV	wrld srs†	NCAA† pro†	NCAA†	box'g; derby; horse rac'g; wrestl'g
TWIN FALLS	KLIX-TV	maj lg† wrld-srs†	pro†	coll† pro†	box'g; golf; hunt'g; wrestl'g

ILLINOIS

City	Call Letters	Baseball	Basketball	Football	Others
CHAMPAIGN	WCIA	maj lg† wrld srs†	big ten†* coll*† NCAA†	big ten† coll† NCAA† pro†	derby; golf; jalopy
CHICAGO	WBBM-TV			Bowl games† pro†	derby; golf; horse rac'g
	WBKB		big ten†		bowl'g*
	WGN-TV	maj lg* wrld srs*		coll‡ pro‡	wrestl'g
	WNBQ		x†	x†	box'g* golf*
DECATUR	WTVP		big ten*	Bowl games	box'g; wrestl'g
HARRISBURG	KSIL-TV	maj lg† wrld srs†	NCAA† pro†	NCAA† pro†	box'g; wrestl'g
PEORIA	WTVH	coll‡ hs‡ maj lg† wrld srs‡	NCAA†	coll‡ hs‡ pro‡†	box'g; golf; ice hockey*†
QUINCY	WGEM-TV	wrld srs	pro†	big ten† NCAA†	bowl'g; box'g
ROCKFORD	WREX-TV	coll*‡† hs*‡† maj lg*† pro*† wrld srs*†	big ten†	coll‡ hs‡ pro†	bowl'g; derby; horse rac'g
ROCK ISLAND	WHBF-TV			coll‡ pro†	
SPRINGFIELD	WICS	pro†	hs‡	NCAA†	

INDIANA

City	Call Letters	Baseball	Basketball	Football	Others
ELKHART	WSJV-TV	maj lg†			box'g†
EVANSVILLE	WEHT	coll† maj lg*† pro*†		maj lg*† pro*†	bowl'g; derby; horse rac'g
	WFIE-TV	wrld srs†	pro†	big ten† NCAA† pro†	bowl'g; box'g; jalopy; wrestl'g
	WTVW		big ten† hs*		
FT. WAYNE	WIN-T	litl lg* maj lg†	pro†	coll† hs*	
	WKJG-TV	maj lg† wrld srs†	pro†	NCAA†	bowl'g; box'g; wrestl'g

INDIANA (cont.)

City	Call Letters	Baseball	Basketball	Football	Others
INDIANAPOLIS	WFBM-TV	wrld srs†	hs* prot	big ten† coll† NCAA†	bowl'g, box'g, golf
	WISH-TV	maj lg†	coll† prot	big ten† coll† NCAA† prot	derby, golf; jal py
LAFAYETTE	WFAM-TV			maj lg†	
SOUTH BENO	WNDU-TV	coll‡	coll*	NCAA†	
	WSBT-TV		coll† hs†		horse rac'g
TERRE HAUTE	WTHI-TV	maj lg† wrld srs†	big ten† prot	maj lg†	bowl'g; derby; horse rac'g, wrestl'g

IOWA

City	Call Letters	Baseball	Basketball	Football	Others
CEDAR RAPIDS	KCRG-TV		big ten†	coll‡	box'g; wrestl'g‡
	WMT-TV	maj lg†	big ten†	prot	
DAVENPORT	WOC-TV		hs‡ prot	NCAA†	
DES MOINES	KRNT-TV	coll‡ hs‡ maj lg‡ wrld srs‡	big ten‡ coll‡ hs‡ NCAA‡ prot‡	big ten‡ coll‡ hs‡ NCAA‡ prot‡†	bowl'g; derby; golf
	WHO-TV			Bowl games‡ maj lg‡†	
	WOI-TV			coll‡ prot	
FT. DODGE	KQTV	coll* hs* maj lg† prot wrld srs†	coll* hs* prot	coll*† hs* prot	box'g; hunt'g; wrestl'g
MASON CITY	KGLO-TV				box'g† wrestl'g‡
OTTUMWA	KTVO	maj lg† wrld srs†	big ton† NCAA† prot	NCAA† prot	bowl'g; golf; horse rac'g; wrestl'g
SIOUX CITY	KTIV	wrld srs†	prot	big ten† NCAA† prot	bowl'g; box'g; jalopy; wrestl'g
	KVTV	maj lg†		Bowl games†	box'g; golf; horse rac'g
WATERLOO	KWWL-TV	maj lg† prot wrld srs†	coll‡ NCAA†	Bowl games† prot	box'g; derby; wrestl'g

KANSAS

City	Call Letters	Baseball	Basketball	Football	Others
GREAT BEND	KCKT-TV	coll‡ maj lg† prot wrld srs†	coll‡ NCAA†	coll† prot	box'g; derby; jalopy; wrestl'g
TOPEKA	WIBW-TV	maj lg†		Bowl games† prot	bowl'g‡ horse rac'g† wrestl'g*
WICHITA	KAKE-TV			Bowl games† prot	box'g† golf
	KARO-TV	wrld srs†		coll† NCAA†	box'g; derby; wrestl'g
	KTVH		big ten†		

KENTUCKY

City	Call Letters	Baseball	Basketball	Football	Others
LEXINGTON	WLEX-TV		coll‡	coll‡ hs‡	horse rac'g‡
LOUISVILLE	WAVE-TV	wrld srs†		NCAA† prot	bowl'g‡ box'g‡
	WHAS-TV	maj lg†	coll*	Bowl games† maj lg†	box'g; horse rac'g; wrestl'g

LOUISIANA

City	Call Letters	Baseball	Basketball	Football	Others
ALEXANDRIA	KALO-TV	maj lg† wrld srs†	prot	Bowl games† coll	box'g, derby, horse rac'g
BATON ROUGE	WAFB-TV		big ten†	prot	wrestl'g‡
	WBRZ	wrld srs†	NCAA†	[illegible]	derby, box'g, wrestl'g
LAFAYETTE	KLFY-TV	maj lg†	big ten†	Bowl games† coll† prot	horse rac'g, hockey; wrestl'g
LAKE CHARLES	KPLC-TV	maj lg† wrld srs†	prot	Bowl games† maj lg†	box'g, golf; horse rac'g
	KTAG-TV	maj lg†	big ten† prot	Bowl games† maj lg†	derby, jalopy, wrestl'g
MONROE	KNOE-TV	maj lg† wrld srs†	prot	coll‡ NCAA† prot	box'g; fish'g, wrestl'g
NEW ORLEANS	WDSU-TV		x*	x*	
	WJMR-TV				Fair games
SHREVEPORT	KSLA-TV	maj lg† prot	big ten† prot	Bowl games† prot	horse rac'g
	KTBS-TV	wrld srs†	NCAA†	Bowl games† NCAA†	box'g, hunt'g; wrestl'g

MAINE

City	Call Letters	Baseball	Basketball	Football	Others
BANGOR	W-TWO		coll* hs*	coll* hs*	
PORTLAND	WCSH-TV	maj lg†	prot	prot	tennis†

MARYLAND

City	Call Letters	Baseball	Basketball	Football	Others
BALTIMORE	WAAM	maj lg†		prot	
	WMAR-TV	x*	big ten†	Bowl games†	bowl'g*; wrestl'g*

MASSACHUSETTS

City	Call Letters	Baseball	Basketball	Football	Others
BOSTON	WBZ-TV	maj lg†* prot* wrld srs†	prot	big ten† coll*† hs* maj lg† NCAA† pro*†	
PITTSFIELD	WMGT				box'g†, wrestl'g‡
SPRINGFIELD	WHYN-TV		coll† prot	maj lg*†	
	WWLP	wrld srs†		NCAA†	

MICHIGAN

City	Call Letters	Baseball	Basketball	Football	Others
ANN ARBOR	WPAG-TV				box'g*
BAY CITY	WNEM-TV	coll‡ maj lg† prot‡ wrld srs†	big ten† prot	big ten† coll‡ NCAA† prot‡	box'g; hunt'g; horse rac'g
CADILLAC	WWTV	maj lg†	big ten†	prot	hockey† wrestl'g‡
DETROIT	CJBK-TV	maj lg*		pro*	hockey*
	WWJ-TV			NCAA†	box'g† hockey*
	WXYZ-TV			NCAA†	box'g† hockey*
GRAND RAPIDS	WOOD-TV	maj lg† wrld srs†	big ten†	NCAA† prot‡†	box'g; fish'g; golf
KALAMAZOO	WKZO-TV		x†	x†	rac'g†
LANSING	WJIM-TV		big ten†		box'g† hockey†
	WTOM-TV			coll‡ prot	box'g† wrestl'g†

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MICHIGAN (cont.)

City	Call Letters	Baseball	Basketball	Football	Others
SAGINAW	WKNX-TV	maj lg†		pro† Bowl games†	derby; hockey; horse rac'g
TRAVERSE CITY	WPBN-TV	wrld srs†	pro†	NCAA†	box'g; wrestl'g

MINNESOTA

City	Call Letters	Baseball	Basketball	Football	Others
DULUTH-SUPERIOR, WIS.	WDSM-TV	coll* maj lg†	coll* pro†	pro†	curl'g* hockey* horse rac'g†
MINNEAPOLIS-ST. PAUL	KMGM-TV		coll* hs* pro*		box'g‡ wrestl'g‡
	WCCO-TV	maj lg†	pro†	coll‡ pro†	bowl'g* wrestl'g*
	WTCN-TV			coll‡	box'g; fish'g; hunt'g
ROCHESTER	KROC-TV	maj lg†	coll†	Bowl games‡ maj lg†	box'g†

MISSISSIPPI

City	Call Letters	Baseball	Basketball	Football	Others
COLUMBUS	WCBI-TV	coll† maj lg† wrld srs†	coll‡ pro†	coll‡ NCAA† pro†	box'g; horse rac'g; wrestl'g
HATTIESBURG	WDAM-TV	maj lg† wrld srs†	NCAA† pro†	Bowl games‡ maj lg†	box'g; derby; fish'g; wrestl'g
JACKSON	WJTV	maj lg†	big ten†	coll‡ pro†	box'g; golf; wrestl'g
	WLBT	wrld srs*†	NCAA*†	Bowl games‡ coll*†	box'g
MERIDIAN	WTOK-TV		pro†		
TUPELO	WTWV	coll† maj lg† pro† wrld srs†	NCAA† pro†	coll† NCAA† pro†	box'g; horse rac'g; wrestl'g

MISSOURI

City	Call Letters	Baseball	Basketball	Football	Others
COLUMBIA	KOMU-TV	maj lg* wrld srs†	pro†	coll‡†	box'g; golf; hunt'g
HANNIBAL	KHQA-TV		pro†	maj lg†	
JEFFERSON CITY	KRCG-TV	maj lg†	pro†	Bowl games‡ maj lg†	derby; horse rac'g; wrestl'g
KANSAS CITY	KCMO-TV		big ten†	Bowl games‡ pro†	box'g; horse rac'g; wrestl'g
	KMBC-TV			pro†	bowl'g* wrestl'g‡
ST. JOSEPH	KFEQ-TV	maj lg†	pro†	Bowl games‡ pro†	derby; golf; jalopy; wrestl'g
ST. LOUIS	KTVI			coll‡ pro†	bowl'g‡ box'g‡ derby‡ wrestl'g‡
SPRINGFIELD	KTTS-TV	maj lg†	big ten† pro†	maj lg† pro†	fish'g; hunt'g; wrestl'g

MONTANA

City	Call Letters	Baseball	Basketball	Football	Others
BILLINGS	KOOK-TV			x‡	
GREAT FALLS	KFBB-TV	coll† maj lg† wrld srs†		coll‡ maj lg‡	box'g; fish'g; wrestl'g
MISSOULA	KMSO-TV	maj lg† pro*	coll* hs*	coll* hs* pro†	fish'g; horse rac'g; wrestl'g

NEBRASKA

City	Call Letters	Baseball	Basketball	Football	Others
HASTINGS	KHAS-TV	coll† pro† wrld srs†	coll† NCAA†	Bowl games† coll†	box'g
KEARNEY	KHOL-TV	maj lg†	NCAA†	coll‡ pro†	golf; horse rac'g; wrestl'g
LINCOLN	KOLN-TV			coll‡ pro†	wrestl'g†
OMAHA	KMTV	pro*		coll*	auto rac'g*
	WOW-TV	maj lg†		Bowl games‡ pro†	derby; horse rac'g;

NEVADA

City	Call Letters	Baseball	Basketball	Football	Others
LAS VEGAS	KLAS-TV	maj lg†	coll†	coll† pro†	golf; horse rac'g
	KLRJ-TV		pro†	Bowl games‡ NCAA†	box'g; horse rac'g
RENO	KOLO-TV	x†	coll†	Bowl games‡ pro†	

NEW HAMPSHIRE

City	Call Letters	Baseball	Basketball	Football	Others
MANCHESTER	WMUR-TV			coll‡ pro†	box'g; wrestl'g

NEW MEXICO

City	Call Letters	Baseball	Basketball	Football	Others
ALBUQUERQUE	KGGM-TV	pro†	big ten†		bowl'g‡
	KOAT-TV				box'g‡ wrestl'g‡
	KOB-TV			coll‡ NCAA†	box'g† wrestl'g*
CARLSBAD	KAVE-TV	hs*	hs*	hs* Bowl games†	jalopy; wrestl'g

NEW YORK

City	Call Letters	Baseball	Basketball	Football	Others
ALBANY	WCDA	x†	big ten†	NCAA† pro†	
BINGHAMTON	WNBF-TV	wrld srs†	pro†	NCAA† pro†	box'g; derby; horse rac'g
BUFFALO	WBEN-TV			x†	
	WGR-TV		coll‡ hs‡	coll‡ hs‡ pro†	box'g† wrestl'g‡
CARTHAGE	WCNY-TV		pro†	Bowl games† pro†	wrestl'g‡
NEW YORK	WABD			pro†	box'g† wrestl'g‡
	WATV		coll*		wrestl'g*
	WCBS-TV		pro†	pro†	derby; horse rac'g
	WOR-TV	maj lg*			
	WIPX	maj lg* wrld srs*	coll* pro*	coll‡	bowl'g*
	WRCA-TV	maj lg‡	pro†	big ten† coll‡ NCAA† pro†‡	bowl'g; box'g; horse rac'g
PLATTSBURGH	WPTZ-TV	wrld srs†	NCAA†	Bowl games† NCAA†	box'g; golf; wrestl'g
ROCHESTER	WROC-TV	wrld srs†	NCAA†	Bowl games† pro†	box'g; wrestl'g
	WVET-TV	maj lg†	big ten†	NCAA†	box'g†
SCHENECTADY	WRGB				horse rac'g†
SYRACUSE	WHEN-TV	maj lg†	coll†	Bowl games† pro†	fish'g; horse rac'g; wrestl'g
	WSYR-TV	coll‡ pro‡ wrld srs†	coll‡ hs‡ pro‡†	coll‡† hs‡ NCAA†	box'g; hunt'g; horse rac'g

NEW YORK (continued)

City	Call Letters	Baseball	Basketball	Football	Others
UTICA	WKTV	coll‡ hs‡ maj lg† wrld srs†	NCAA† prof†	Bowl games† NCAA† prof†	box g. horse rac'g

NORTH CAROLINA

City	Call Letters	Baseball	Basketball	Football	Others
ASHEVILLE	WLOS-TV			prof†	box g*† wre tl'g‡
CHARLOTTE	WBTV	maj lg† wrld srs†		NCAA† prof†	box g. horse rac g. wre tl g
DURHAM	WTVD	coll‡ hs‡ maj lg‡ prof‡ wrld srs‡†	NCAA‡ hs‡	coll‡ hs‡ maj lg‡ prof‡ NCAA†	box'g; golf. h r e rac'g
GREENSBORO	WFMY-TV			coll* prof	
GREENVILLE	WNCT			prof†	box'g† wrestl'g‡
WASHINGTON	WITN	wrld srs†	prof†	Bowl games† NCAA† prof‡	box g. horse rac'g; wrestl'g
WILMINGTON	WMFO-TV			coll‡ NCAA†	
WINSTON-SALEM	WSJS-TV	wrld srs†		Bowl games‡ maj lg†	box'g; golf; wrestl'g
	WTOB-TV			coll‡ hs‡	box'g

NORTH DAKOTA

City	Call Letters	Baseball	Basketball	Football	Others
BISMARCK	KBMB-TV		x†	x†	
	KFYR-TV	coll† hs‡ wrld srs†	coll† hs‡ NCAA†	coll† hs‡ NCAA†	box g; hunt'g
DICKINSON	KDIX-TV	wrld srs†		hs‡ prof†	box'g; horse rac'g; wrestl'g
FARGO	WDAY-TV	wrld srs†	NCAA†	Bowl games† NCAA†	
MINOT	KCJB-TV		x†		
VALLEY CITY	KXJB-TV	maj lg†	big ten* coll* hs* prof†	coll† maj lg† prof†	derby; horse rac'g; wrestl'g

OHIO

City	Call Letters	Baseball	Basketball	Football	Others
AKRON	WAKR-TV	coll* hs*	coll* hs*	Bowl games‡ coll* hs*	derby; golf; wrestl'g
CINCINNATI	WCPO-TV			prof†	bowl'g‡ box'g† wrestl'g‡
	WKRC-TV		coll* NCAA†	Bowl games‡ prof†	derby; horse rac'g
	WLW-T				wrestl'g*
CLEVELAND	KYW-TV	wrld srs†		Bowl games† NCAA†	
	WEWS			pro*	bowl'g‡ box'g† wrestl'g‡
	WJW-TV				bowl'g* box'g† wrestl'g‡
COLUMBUS	WBNS-TV	prof†	prof†	Bowl games† prof†	derby
	WLW-C		prof†	NCAA†	box'g†
	WTVN-TV	maj lg†		prof†	box'g† wrestl'g‡
DAYTON	WHIO-TV	maj lg*	coll*		
	WLW-D		coll*		bowl'g*
LIMA	WIAM-TV	maj lg† wrld srs†	prof†	coll† NCAA† prof†	bowl'g; box'g; wrestl'g

City	Call Letters	Baseball	Basketball	Football	Others
STEUBENVILLE	WSTV TV			[illegible]	[illegible]g*
TOLEDO	WSPD-TV	[illegible] maj lg		[illegible]	[illegible] wr st g‡
YOUNGSTOWN	WKBN-TV			Bowl game †	[illegible] g. [illegible] wr[illegible] g
ZANESVILLE	WHIZ-TV	maj lg. pro wr l srs†	big ten† NCAA† prof†	[illegible] NCAA† tr	[illegible] g [illegible] ra k wr[illegible] g

OKLAHOMA

City	Call Letters	Baseball	Basketball	Football	Others
ADA	KTEN	wrl l r †		Bowl game † [illegible]	box g. [illegible], wre l g
ARDMORE	KVSO-TV	l † wr l r †	NCAA†		
ENID	KGEO-TV		coll‡ hs‡	[illegible]	
LAWTON	KSWO-TV		coll‡ hs‡	[illegible]	
OKLAHOMA CITY	KWTV	maj lg†	big ti	Bowl games† maj lg	[illegible]
	WKY-TV	wrl l srs†		Bowl game † coll'l NCAA†	[illegible]
TULSA	KOTV	min lg*		Bowl game † [illegible]	wre l g*
	KTVX			Bowl games† pro*	
	KVOO-TV	wrld srs†	coll‡ h ‡ prof†	col l h l NCAA†	box g fish g. wrestl'g

OREGON

City	Call Letters	Baseball	Basketball	Football	Others
EUGENE	KVAL-TV		prof†	Bowl games‡ maj lg‡†	fish'g. wrestl'g
KLAMATH FALLS	KOTI	maj lg‡† wrld srs†	big ten† NCAA†	coll‡† prof‡	box g. golf; wrestl g
MEDFORD	KBES-TV			prof†	
PORTLAND	KLOR	maj lg‡ wrld srs‡	coll‡	Bowl games‡ coll‡	bowl'g. box'g; wrestl'g
	KOIN-TV	maj lg‡		prof†	fish'g; hunt'g; wrestl'g*
	KPTV		prof†		bowl'g‡

PENNSYLVANIA

City	Call Letters	Baseball	Basketball	Football	Others
BETHLEHEM	WLEV-TV			hs*	
EASTON	WGLV	coll‡ hs‡	coll‡ hs‡	col l pr †	box g*
ERIE	WICU	maj lg† prof† wrld srs†	prof†	coll† maj lg† prof†	box'g. golf; horse rac g
	WSEE-TV	maj lg†		col‡ prof†	bowl g. horse rac'g; wrestl'g
HARRISBURG	WCMB-TV	maj lg†	prof†	maj lg†	box'g; horse rac g; wrestl g
	WTPA	x†	x†		box g†
JOHNSTOWN	WARO-TV		x†	x†‡	box g† rac g† wrestl g‡
PHILADELPHIA	WFIL-TV	maj lg*		NCAA†	box g* wrestl g‡
	WRCV-TV	wrld srs† maj lg*	coll†	Bowl games† coll† maj lg†	box g golf
PITTSBURGH	KDKA-TV	maj lg* wrld srs†	NCAA*†	Bowl games† coll*† NCAA*† pro*	box g. derby; golf

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PENNSYLVANIA (cont.)

City	Call Letters	Baseball	Basketball	Football	Others
SCRANTON	WARM-TV	maj lg†			box'g
	WGBI-TV			Bowl games† pro†	derby
WILKES-BARRE	WILK-TV				box'g† wrestl'g†
YORK	WSBA-TV	maj lg*		Bowl games† pro*	box'g; horse rac'g; wrestl'g

RHODE ISLAND

City	Call Letters	Baseball	Basketball	Football	Others
PROVIDENCE	WJAR-TV	maj lg†			

SOUTH CAROLINA

City	Call Letters	Baseball	Basketball	Football	Others
ANDERSON	WAIM-TV			pro†	
CHARLESTON	WCSC-TV	coll†	big ten†	NCAA†	box'g† roller skat'g‡ wrestl'g‡
COLUMBIA	WIS-TV	maj lg† wrld srs†	pro†	Bowl games† coll‡†	bowl'g; box'g; horse rac'g
	WNOK-TV	coll* maj lg†	big ten†		wrestl'g‡
FLORENCE	WBTW	maj lg† wrld srs†	big ten†	Bowl games† NCAA† pro†	box'g derby; horse rac'g; wrestl'g
GREENVILLE	WFBC-TV	wrld srs†	NCAA† pro*	NCAA† pro*‡	box'g; fish'g; wrestl'g

SOUTH DAKOTA

City	Call Letters	Baseball	Basketball	Football	Others
RAPID CITY	KOTA-TV				box'g‡ wrestl'g‡
SIOUX FALLS	KELO-TV			coll‡	

TENNESSEE

City	Call Letters	Baseball	Basketball	Football	Others
CHATTANOOGA	WDEF-TV	maj lg†	pro†	coll† pro†	
	WRGP-TV		NCAA†	Bowl games† coll‡ hs‡ NCAA†	box'g; fish'g
JACKSON	WDXI-TV	maj lg† wrld srs†	pro†	Bowl games† hs‡ pro†	derby; horse rac'g; wrestl'g
JOHNSON CITY	WJHL-TV	maj lg† pro†	big ten† coll† NCAA†	pro† Bowl games†	box'g; hunt'g; wrestl'g
KNOXVILLE	WATE-TV	wrld srs†		coll‡ NCAA†	wrestl'g‡
	WBIR-TV	maj lg†		maj lg† pro†	
	WTVK			coll‡ pro†	fish'g
MEMPHIS	WHBQ-TV	maj lg†	big ten†		
	WMCT		NCAA†	coll*‡ NCAA†	
NASHVILLE	WLAC-TV	maj lg†		Bowl games† pro†	fish'g; bunt'g; horse rac'g
	WSIX-TV			coll‡ pro*	box'g; wrestl'g
	WSM-TV	coll‡ hs‡ maj lg† pro*‡ wrld srs†	coll*‡ hs‡	coll‡ NCAA†	box'g; fish'g; horse rac'g

TEXAS

City	Call Letters	Baseball	Basketball	Football	Others
ABILENE	KRBC-TV	x†			
AMARILLO	KFDA-TV		big ten†	pro‡	wrestl'g*
	KGNC-TV		pro†	NCAA†	
AUSTIN	KTBC-TV	coll* maj lg† pro* wrld srs†	big ten† coll* hs* pro†	coll*‡† hs* maj lg† pro‡†	box'g; fish'g; golf
BEAUMONT	KFDM-TV		x†	pro‡	
BIG SPRING	KBST-TV	maj lg†		Bowl games† coll‡† maj lg†	derby; horse rac'g; wrestl'g
CORPUS CHRISTI	KVDO-TV			coll*	
DALLAS	KRLD-TV		big ten†	Bowl games† pro†	wrestl'g
	WFAA-TV	coll‡ hs‡ maj lg‡ wrld srs‡†	big ten‡ coll‡ hs*‡ NCAA*‡ pro‡†	big ten† coll*‡† hs‡ NCAA*‡†	box'g golf; horse rac'g
EL PASO	KILT-TV				box'g wrestl'g
	KROD-TV		NCAA†	coll‡ pro†‡	wrestl'g‡
	KTSM-TV	wrld srs†	pro†	Bowl games† coll‡†	bowl'g; box'g; wrestl'g
	XEJ-TV	pro* wrld srs†			wrestl'g
FORT WORTH	KFJZ-TV	coll*	coll*	coll*	box'g; jalopy; wrestl'g
	WBAP-TV	coll* hs* maj lg† wrld srs†	coll† NCAA† pro†	big ten† coll*‡† NCAA† pro†	golf
GALVESTON	KGUL-TV	maj lg†		Bowl games† pro*†	horse rac'g
HOUSTON	KTRK-TV				wrestl'g
LAREDO	KHAD-TV			coll‡	box'g; wrestl'g
LUBBOCK	KDUB-TV	maj lg†	big ten†	Bowl games† pro‡†	horse rac'g
LUFKIN	KTRE-TV	coll‡† maj lg† wrld srs†	coll† NCAA†	Bowl games† coll‡ NCAA†	box'g; hunt'g; wrestl'g
MIDLAND	KMID-TV	wrld srs†	NCAA†	Bowl games† NCAA†	bowl'g; wrestl'g
SAN ANGELO	KTXL-TV	coll*† pro*† wrld srs†	hs†	coll*† pro*†	fish'g; hunt'g; wrestl'g
SAN ANTONIO	KCOR-TV				box'g‡ bullfights‡
	KENS-TV	x†	big ten†	pro*†	horse rac'g†
	WOAI-TV	wrld srs†		coll* NCAA†	wrestl'g
SWEETWATER	KPAR-TV	maj lg†	big ten†	hs‡ maj lg†	horse rac'g
TEMPLE	KCEN-TV	wrld srs†	pro†	Bowl games† NCAA†	box'g; golf; wrestl'g
TEXARKANA	KCMC-TV	maj lg† wrld srs†	coll†	Bowl games† NCAA† pro†	derby; horse rac'g
WESLACO	KRGV-TV			pro‡	
WICHITA FALLS	KFDX-TV	maj lg‡† wrld srs‡†	NCAA†	NCAA‡†	box'g golf

UTAH

City	Call Letters	Baseball	Basketball	Football	Others
SALT LAKE CITY	KSL-TV	maj lg†	coll* NCAA†	Bowl games† pro†	bowl'g‡ wrestl'g
	KTVT		pro†	pro†	box'g†
	KUTV		coll‡ pro‡		box'g* wrestl'g*

VERMONT

City	Call Letters	Baseball	Basketball	Football	Others
BURLINGTON	WCAX-TV	maj lg†	coll‡ pro‡	pro†	derby; horse rac'g

VIRGINIA

City	Call Letters	Baseball	Basketball	Football	Others
BRISTOL	WCYB-TV	maj lg† wrld srs†	NCAA† prot	coll‡† hs‡ NCAA† prot	box'g. fish'g. wrestl'g
HARRISONBURG	WSVA-TV	maj lg† wrld srs†	prot	Bowl game† NCAA† prot	box'g. horse rac'g. wrestl'g
LYNCHBURG	WLVA-TV	prot			box'g† wrestl'g‡
NORFOLK	WTAR-TV	maj lg*†	pro*†	maj lg*†	box'g: fish'g. wrestl'g
	WVEC-TV	wrld srs†	prot	Bowl games† coll‡ NCAA†	box'g. golf. wrestl'g
PETERSBURG	WXEX-TV		prot	NCAA†	
RICHMOND	WRVA-TV	maj lg†	prot	maj lg†	derby; horse rac'g
	WTVR			Bowl games†	box'g
ROANOKE	WDBJ-TV	maj lg†	big ten†	Bowl games† prot	derby horse rac'g; wrestl'g‡
	WSLS-TV	maj lg† wrld srs*‡†	hs‡ pro*‡†	coll*‡† hs‡ NCAA*‡† prot‡	box'g: fish'g; horse rac'g; wrestl'g

WASHINGTON

City	Call Letters	Baseball	Basketball	Football	Others
BELLINGHAM	KVOS-TV	x†	x†	x†	
SEATTLE	KING-TV		coll*	prot	
	KOMO-TV		prot	Bowl games† coll† NCAA†	box'g
SPOKANE	KHQ-TV	wrld srs†	prot	Bowl games† coll‡ NCAA†	box'g
	KXLY-TV		big ten† coll†		
TACOMA	KTNT-TV	maj lg† pro‡	coll† prot	coll† prot	box'g; fish'g; horse rac'g
	KTVW	coll*	coll*		bowl‡ box'g‡ wrestl'g*
YAKIMA	KIMA-TV	hs*‡ maj lg† pro* wrld srs†	NCAA† prot	Bowl games† coll† hs* prot	box'g; derby; horse rac'g

WEST VIRGINIA

City	Call Letters	Baseball	Basketball	Football	Others
BLUEFIELD	WHIS-TV		coll‡ prot	coll‡ NCAA†	
CHARLESTON	WCHS-TV	maj lg†	big ten†	coll‡ prot‡†	hockey
FAIRMONT	WJPB-TV	maj lg† wrld srs†	coll‡ hs* prot	Bowl games† coll‡† hs*	derby; fish'g; horse rac'g; wrestl'g
HUNTINGTON	WHTN-TV				box'g
	WSAZ-TV				hockey
OAK HILL	WOAY-TV	x†	x†		
PARKERSBURG	WTAP	maj lg*† pro*† wrld srs*†	pro*†	Bowl games‡ coll*† NCAA*† pro*†	box'g; hunt'g; wrestl'g
WHEELING	WTRF-TV	maj lg† wrld srs†	prot	Bowl games† NCAA†	box'g; fish'g; horse rac'g

WISCONSIN

City	Call Letters	Baseball	Basketball	Football	Others
GREEN BAY	WBAY-TV	maj lg†	prot	pro†	
	WFRV-TV		big ten†	Bowl games†	box'g wrestl'g
MADISON	WKOW-TV		big ten† coll†	Bowl games†	box'g. wrestl'g
	WMTV	maj lg† wrld srs†	big ten† coll‡ prot‡	big ten*‡ Bowl games† coll‡ prot‡	box'g. golf horse rac'g. wrestl'g
MARINETTE	WMBV-TV		NCAA† prot	coll*	
MILWAUKEE	WISN-TV		big ten†		wrestl'g
	WXIX		big ten†	big ten†	box'g‡
SUPERIOR-DULUTH, MINN.	WDSM-TV	pro* wrld srs†	hs* prot	big ten‡† Bowl games† NCAA†	box'g. box'g hockey. wrestl'g
WAUSAU	WSAU-TV	maj lg† wrld srs†	big ten† NCAA†	big ten† Bowl games† NCAA† prot	box'g. hurt'g. wrestl'g

WYOMING

City	Call Letters	Baseball	Basketball	Football	Others
CHEYENNE	KFBC-TV		NCAA†	coll‡ NCAA† prot	

ALASKA

City	Call Letters	Baseball	Basketball	Football	Others
ANCHORAGE	KENI-TV	wrld srs†			wrestl'g
	KTVA	coll‡ maj lg‡	coll‡ prot‡	Bowl games† coll‡ maj lg‡	box'g‡ golf‡ wrestl'g‡
FAIRBANKS	KFAR-TV	wrld srs‡†		big ten‡† coll‡ NCAA‡†	bowl'g*
	KTVF			coll‡ prot‡	
JUNEAU	KINY-TV	prot‡			box'g; jalopy; wrestl'g

HAWAII

City	Call Letters	Baseball	Basketball	Football	Others
HONOLULU	KGMB-TV				box'g*
	KONA			prot‡	bowl'g‡
	KULA-TV				box'g† wrestl'g‡

PUERTO RICO

City	Call Letters	Baseball	Basketball	Football	Others
SAN JUAN	WKAQ-TV	pro*			horse rac'g*

CANADA

Alberta

City	Call Letters	Baseball	Basketball	Football	Others
CALGARY	CHCT-TV			maj lg‡†	golf
EDMONTON	CFRN-TV	prot‡			
LETHBRIDGE	CJLH-TV	wrld-srs‡		prot‡	wrestl'g†

British Columbia

City	Call Letters	Baseball	Basketball	Football	Others
VANCOUVER	CBUT			pro*	bowl'g* boxing* hockey* wrestl'g*

Mantoba

City	Call Letters	Baseball	Basketball	Football	Others
WINNIPEG	CBWT			pro*	boxing* bowl'g* hockey* wrestl'g*

New Brunswick

City	Call Letters	Baseball	Basketball	Football	Others
MONCTON	CKCW-TV	pro* wrld srs†		maj lg†	curl'g* golf*

studio facilities

symbol

x station offers facility under column heading

• This list of 440 stations is designed to help the buyer for specialized products. The list was set up in chart form so that the reader could easily compile lists of stations offering each facility. Of greatest significance perhaps is the very large increase of stations equipped to receive color telecasts. The jump was from 132 in 1955 and from 211 in 1956 to 240 today. A similar increase is shown in number of stations equipped to transmit color—196 reported in 1956 Buyers' Guide compared with 243 today.

385 *or* 88% *have permanent kitchen sets*
414 *or* 94% *have permanent living room sets*
355 *or* 81% *have permanent out-door or patio sets*
271 *or* 62% *have auto ramps*
245 *or* 56% *have rear view screens*
203 *or* 46% *have remote equipment*
243 *or* 55% *are interconnected for black and white*
240 *or* 55% *are interconnected for color*
243 *or* 55% *are equipped to transmit color*

ALABAMA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
BIRMINGHAM	WABT	x	x		x	x	x	x	x	x
	WBRC-TV	x	x	x	x	x	x	x	x	x
DECATUR	WMSL-TV	x						x	x	x
MOBILE	WALA-TV	x	x	x	x			x		
	WKRG-TV	x	x		x	x		x	x	x
MONTGOMERY	WCOV-TV	x	x	x		x			x	x
	WSFA-TV	x	x	x		x	x	x	x	x

ARIZONA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
PHOENIX	KOOL-TV	x	x	x	x	x	x	x	x	x
	KPHO-TV	x	x	x	x	x	x	x	x	x
	KTVK	x	x	x	x	x	x	x	x	x
	KVAR	x	x	x	x	x		x	x	x
TUCSON	KDWI-TV	x	x	x	x	x				
	KOPO-TV	x	x	x	x	x				x
	KVOA-TV		x			x				x
YUMA	KIVA	x	x		x	x		x		

ARKANSAS

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
EL DORADO	KRBB	x	x	x	x			x		
FORT SMITH	KFSA-TV	x	x	x	x		x	x		
LITTLE ROCK	KARK-TV	x	x	x	x	x		x	x	x
	KATV	x	x	x	x			x		x
	KTHV	x	x	x	x			x	x	x
TEXARKANA	KCMC-TV	x	x		x	x		x	x	x

CALIFORNIA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&W line	Color line	Sends color
BAKERSFIELD	KBAK-TV	x	x	x	x			x		
	KERO-TV	x	x	x	x			x	x	x

CALIFORNIA (cont.)

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&W line	Color line	Sends color
CHICO	KHSL-TV	x	x		x	x		x		
EUREKA	KIEM-TV	x						x		
FRESNO	KFRE-TV	x	x	x	x			x	x	x
	KJEO-TV	x	x	x	x		x	x	x	x
	KMJ-TV	x	x	x	x			x	x	x
	KVVG	x	x	x	x		x			
LOS ANGELES	KABC-TV	x	x	x	x	x	x	x	x	
	KCOP	x	x	x	x		x	x		
	KHJ-TV	x	x	x	x	x	x	x		x
	KNXT	x	x	x	x	x	x	x	x	x
	KRCA	x	x	x	x		x	x	x	x
	KTLA	x	x	x	x	x	x	x	x	x
	KTTV	x	x	x	x	x	x			
REDDING	KVIP		x	x						
SACRAMENTO	KBET	x	x	x	x		x	x	x	x
	KCCC-TV	x	x	x	x	x	x	x		
	KCRA-TV	x	x	x	x	x	x	x	x	x
SALINAS	KSBW-TV	x	x	x	x	x		x	x	x
SAN DIEGO	KFMB-TV	x	x	x	x	x	x	x	x	x
	KFSD-TV	x	x			x	x	x	x	x
	XETV		x	x	x		x			
SAN FRANCISCO	KGO-TV	x	x	x		x	x			
	KPIX	x	x	x	x	x	x	x	x	x
	KRON-TV		x	x		x	x	x	x	x
	KSAN-TV		x	x			x			
SAN JOSE	KNTV	x	x	x		x	x			

CALIFORNIA (cont.)

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
SAN LUIS OBISPO	KVEC-TV		x	x	x			x	x	
SANTA BARBARA	KEY-T	x	x	x	x			x		
STOCKTON	KOVR	x	x	x				x		x

COLORADO

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
COLORADO SP'GS	KKTV	x	x	x	x	x	x	x		
	KRDO-TV	x	x	x	x			x		
DENVER	KBTV	x	x	x	x	x	x	x		
	KLZ-TV	x	x	x	x	x	x	x	x	x
	KOA-TV	x	x	x		x	x	x		x
	KTVR	x	x	x	x	x	x			
GRAND JUNCTION	KREX-TV	x		x	x					
PUEBLO	KCSJ-TV	x	x	x	x	x	x	x		

CONNECTICUT

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
HARTFORD	WHCT	x	x		x			x		
	WNBC	x	x		x			x	x	x
NEW HAVEN	WNHC-TV	x	x	x		x	x	x	x	x

DELAWARE

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
WILMINGTON	WPFH	x	x	x		x	x	x		

DISTRICT OF COLUMBIA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
WASHINGTON	WRC-TV	x	x	x		x	x	x	x	x
	WTOP-TV	x	x	x		x	x	x	x	x
	WTTG	x	x	x		x	x	x		

FLORIDA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
DAYTONA BEACH	WESH-TV	x	x	x	x					x
JACKSONVILLE	WJHP-TV	x	x	x	x	x		x	x	x
	WMBR-TV	x	x	x		x	x	x	x	x
MIAMI	WITV		x	x	x	x	x	x		
	WTVJ	x	x	x	x	x	x	x	x	x
ORLANDO	WDBO-TV	x	x	x	x	x		x	x	x
PENSACOLA	WEAR-TV	x	x	x		x	x	x		
ST. PETERSBURG	WSUN-TV	x	x	x	x				x	x
TAMPA	WFLA-TV	x	x	x	x	x	x	x	x	x
	WTVT	x	x	x	x		x	x	x	x
W. PALM BEACH	WEAT-TV		x	x	x			x		
	WPTV	x	x	x				x	x	x

GEORGIA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
ALBANY	WALB-TV	x	x	x	x	x				
ATLANTA	WAGA-TV	x	x	x	x	x		x	x	x
	WLW-A	x	x	x	x	x	x	x		
	WSB-TV	x	x	x		x	x	x	x	x
AUGUSTA	WJBF	x	x	x	x	x		x	x	x
	WRDW-TV	x	x	x	x	x				
COLUMBUS	WDAK-TV	x	x	x	x			x	x	x
	WRBL-TV	x	x	x	x	x	x	x	x	x
MACON	WMAZ-TV	x	x	x	x	x		x	x	
SAVANNAH	WSAV-TV		x	x					x	x
	WTOC-TV	x	x	x	x	x		x	x	x
THOMASVILLE	WCTV	x		x	x			x		

IDAHO

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
BOISE	KBOI-TV	x	x	x	x		x			x
	KIDO-TV	x	x			x				
IDAHO FALLS	KID TV						x			
TWIN FALLS	KLIX-TV	x	x	x	x					

ILLINOIS

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
CHAMPAIGN	WCIA	x	x	x	x	x	x	x	x	x
CHICAGO	WBBM-TV	x	x	x	x	x	x	x	x	x
	WBKB	x	x	x			x	x	x	
	WGN-TV	x	x	x	x	x	x	x		
	WNBQ	x	x	x	x		x	x	x	x
DECATUR	WTVP	x	x		x	x		x		
HARRISBURG	KSIL-TV	x	x	x	x			x		
PEORIA	WTVH	x	x		x	x		x	x	x
QUINCY	WGEM-TV	x	x						x	x
ROCKFORD	WREX-TV	x	x	x	x		x	x		x
ROCK ISLAND	WHBF-TV	x	x			x	x	x	x	x
SPRINGFIELD	WICS	x	x	x			x	x		

INDIANA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
ELKHART	WSJV-TV	x	x	x	x	x		x		
EVANSVILLE	WEHT	x	x	x			x	x	x	x
	WFIE-TV	x	x	x	x	x	x	x	x	x
	WTVW	x	x	x	x	x	x	x	x	x
FT. WAYNE	WIN-TV		x	x	x				x	x
	WKJG-TV	x	x				x	x	x	x
INDIANAPOLIS	WFBM-TV	x	x	x	x		x	x	x	x
	WISH-TV	x	x	x				x	x	x
LAFAYETTE	WFAM-TV	x		x	x	x				
SOUTH BEND	WNDU-TV	x	x	x	x		x	x	x	x
	WSBT-TV	x	x	x		x	x	x	x	x
TERRE HAUTE	WTHI-TV		x		x	x		x	x	x

IOWA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
CEDAR RAPIDS	KCRG-TV		x	x				x	x	x
	WMT-TV	x	x	x	x			x	x	x
DAVENPORT	WOC-TV		x	x	x		x	x	x	x
DES MOINES	KRNT-TV	x	x	x	x	x	x	x	x	x
	WHO-TV	x	x	x	x	x	x	x	x	x
	WOI-TV	x	x	x		x	x	x	x	x
FT. DODGE	KQTV	x	x	x	x			x	x	x
MASON CITY	KGLO-TV	x	x	x	x			x	x	
OTTUMWA	KTVO	x	x	x	x	x		x	x	
SIOUX CITY	KTIV	x	x	x	x	x	x	x	x	
	KVTV	x	x	x		x	x	x	x	x
WATERLOO	KWWL-TV	x	x		x		x	x		x

KANSAS

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
GREAT BEND	KCKT-TV	x	x	x	x	x		x	x	x
PITTSBURG	KOAM-TV	x	x	x	x			x	x	x
TOPEKA	WIBW-TV	x	x	x	x			x	x	x
WICHITA	KAKE-TV	x	x	x		x		x		x
	KARD-TV	x	x	x	x	x	x	x	x	x
	KTVH	x	x	x		x	x			x

KENTUCKY

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
LEXINGTON	WLEX-TV	x	x	x	x				x	
LOUISVILLE	WAVE-TV	x	x	x		x	x	x	x	x
	WHAS-TV	x	x	x			x	x	x	x

LOUISIANA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
ALEXANORIA	KALB-TV		x	x		x		x	x	
BATON ROUGE	WAFB-TV	x	x	x	x	x		x		
	WBRZ	x	x	x	x	x		x	x	x
LAFAYETTE	KLFY-TV	x	x	x	x		x	x	x	x
LAKE CHARLES	KPLC-TV	x	x	x		x		x	x	
	KTAG-TV	x	x	x	x			x		
MONROE	KNOE-TV	x	x	x	x	x		x	x	x
NEW ORLEANS	WOSU-TV	x	x	x		x	x	x	x	x
	WJMR-TV	x	x	x	x	x	x	x	x	x
SHREVEPORT	KSLA-TV	x	x	x		x	x	x	x	x
	KTBS-TV	x	x	x			x	x	x	x

MAINE

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
BANGOR	WABI-TV	x	x	x	x	x		x		
	W-TWO	x	x	x	x	x	x			
PORTLANO	WCSH-TV	x	x					x	x	x
	WGAN-TV		x	x		x	x	x	x	x

MARYLAND

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
BALTIMORE	WAAM	x	x	x	x	x	x	x		
	WMAR-TV	x	x	x		x	x	x	x	x
SALISBURY	WBOC-TV	x	x	x	x	x		x		

MASSACHUSETTS

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
BOSTON	WBZ-TV	x	x	x	x	x	x	x	x	x
	WNAC-TV		x				x	x	x	x
PITTSFIELO	WMGT		x			x				
SPRINGFIELO	WHYN-TV	x	x	x	x			x		
	WWLP	x	x	x	x	x	x	x	x	x

MICHIGAN

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
ANN ARBOR	WPAG-TV		x	x						
BAY CITY	WNEM-TV	x	x					x	x	x
CAOILLAC	WWTV	x	x					x		
OETROIT	CKLW-TV	x	x			x		x		
	CJBK-TV	x	x				x	x	x	x
	WWJ-TV	x	x	x	x	x	x	x	x	x
	WXYZ-TV	x	x	x	x	x	x	x		
GRANO RAPIOS	WOOD-TV	x	x	x	x	x	x	x	x	x
KALAMAZOO	WKZO-TV		x	x		x		x	x	x
LANSING	WJIM-TV	x	x	x	x		x	x	x	
	WTOM-TV	x	x					x	x	x
SAGINAW	WKNX-TV	x	x	x	x		x	x	x	x
TRAVERSE CITY	WPBN-TV	x	x	x	x	x		x		

MINNESOTA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
AUSTIN	KMMT		x	x						
OULUTH-SUPERIOR	KOAL-TV	x	x	x		x		x		
MINNEAPOLIS-ST. PAUL	KMGM-TV	x	x	x	x	x	x	x		
	WCCO-TV	x	x	x	x	x	x	x	x	x
	WTCN-TV	x	x	x	x	x	x	x		
ROCHESTER	KROC-TV	x	x	x	x			x	x	x

MISSISSIPPI

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
COLUMBUS	WCBI-TV	x		x	x			x		
HATIESBURG	WOAM-TV	x	x	x	x			x	x	x
JACKSON	WJTV	x	x	x	x	x	x	x	x	
	WLBT	x	x	x	x	x	x	x	x	x
MERIOIAN	WTOK-TV		x	x				x	x	
TUPELO	WTWV	x	x	x	x		x	x	x	x

MISSOURI

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
COLUMBIA	KOMU-TV	x	x	x	x		x	x		
HANNIBAL	KHQA-TV	x	x	x	x		x	x	x	x
JEFFERSON CITY	KRCG-TV	x	x			x		x		
JOPLIN	KOOE-TV	x	x		x			x	x	x
KANSAS CITY	KCMO-TV	x	x	x	x	x	x	x	x	x
	KMBC-TV		x		x	x	x			x
	WOAF-TV	x	x	x	x	x	x	x	x	x
ST. JOSEPH	KFEQ-TV	x	x	x	x	x	x	x		
ST. LOUIS	KSO-TV	x	x				x	x	x	x
	KTVI		x	x	x			x		
SPRINGFIELO	KTTS-TV	x	x				x	x	x	x

MONTANA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
BILLINGS	KOOK-TV	x	x		x					
BUTTE	KXLF-TV		x	x						
GREAT FALLS	KFBB-TV	x	x							
MISSOULA	KMSO-TV	x	x	x	x		x	x	x	

NEBRASKA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
HASTINGS	KHAS-TV	x	x			x		x	x	x
KEARNEY	KHOL-TV	x	x	x		x			x	x
LINCOLN	KOLN-TV	x	x							
OMAHA	KETV	x	x	x	x	x	x	x		
	KMTV	x	x	x		x	x	x	x	x
	WOW-TV	x	x	x	x	x	x	x	x	x

NEVADA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
LAS VEGAS	KLAS-TV	x	x		x		x	x	x	x
	KLRJ-TV	x	x		x			x	x	x
	KSHO-TV		x				x			
RENO	KOLO-TV	x	x	x	x			x	x	

NEW HAMPSHIRE

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
MANCHESTER	WMUR-TV	x	x	x	x	x		x	x	

NEW MEXICO

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
ALBUQUERQUE	KGGM-TV	x	x		x	x		x		
	KOAT-TV	x	x	x	x	x	x			
	KOB-TV	x	x	x	x		x	x		
CARLSBAO	KAVE-TV	x	x	x	x					
CLOVIS	KICA-TV	x			x			x		
ROSWELL	KSWS-TV		x	x	x			x		

NEW YORK

City	Call letters	Kit-chen	Liv'g rm	Out-door	Aute ramp	Rear view	Re-mote	B&w line	Color line	Sends color
ALBANY	WCOA	x	x	x				x	x	x
BINGHAMTON	WNBF-TV	x	x			x		x	x	
BUFFALO	WGR-TV	x	x	x						
CARTHAGE	WCNY-TV	x	x		x			x		
NEW YORK	WABC-TV	x	x	x		x	x	x		
	WABD	x	x	x	x	x	x	x	x	x

NEW YORK (cont.)

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
NEW YORK (cont.)	WATV	x	x	x		x	x	x		
	WCBS-TV	x	x	x	x	x	x	x	x	x
	WDR-TV	x	x					x		x
	WPIX	x	x			x	x	x	x	x
	WRCA-TV	x	x	x		x	x	x	x	x
PLATTSBURGH	WPTZ-TV	x	x					x	x	
ROCHESTER	WHEC-TV	x	x							x
	WRDC-TV	x	x	x			x	x	x	x
SCHENECTADY	WRGB	x	x	x			x	x	x	
SYRACUSE	WHEN-TV	x	x	x						x
	WSYR-TV	x	x	x	x	x	x	x	x	x
UTICA	WKTV	x	x	x		x	x	x	x	x

NORTH CAROLINA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
ASHEVILLE	WLOST-V	x	x	x	x	x		x	x	x
CHARLOTTE	WBTV	x	x	x	x	x		x	x	x
DURHAM	WTVO	x	x		x					
GREENSBORO	WFMY-TV	x	x	x		x		x	x	x
GREENVILLE	WNCT	x	x	x		x		x	x	x
WASHINGTON	WITN	x	x	x	x	x		x	x	x
WILMINGTON	WMFO-TV	x	x	x		x	x	x	x	
WINSTON-SALEM	WSJS-TV	x	x	x				x	x	x
	WTOB-TV	x	x	x		x				

NORTH DAKOTA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
BISMARCK	KBMB-TV		x	x			x		x	x
	KFYR-TV	x	x	x				x		
DICKINSON	KDIX-TV	x	x	x	x			x		
FARGO	WDAY-TV	x	x	x	x	x	x	x	x	x
MINOT	KCJB-TV	x	x	x			x	x		
VALLEY CITY	KXJB-TV	x	x	x			x	x	x	x

OHIO

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
AKRON	WAKR-TV	x	x	x	x	x	x	x	x	
CINCINNATI	WCPO-TV		x	x	x		x	x		
	WKRC-TV	x	x	x	x	x	x	x	x	x
	WLW-T	x	x	x	x	x	x	x	x	x
CLEVELAND	KYW-TV	x	x	x	x		x	x	x	x
	WEWS	x	x	x	x	x	x	x	x	x
	WJW-TV	x	x			x	x	x	x	x
COLUMBUS	WBNS-TV	x	x	x				x	x	x
	WLW-C	x	x	x		x	x	x	x	x
	WTVN-TV	x	x	x	x	x		x		
DAYTON	WHIO-TV	x	x	x	x		x	x	x	
	WLW-D	x	x	x		x	x	x		x
LIMA	WIMA-TV	x	x			x		x	x	x
STEUBENVILLE	WSTV-TV	x	x	x	x			x		
TOLEDO	WSPD-TV	x	x		x			x	x	x
YOUNGSTOWN	WKBN-TV	x	x	x	x	x		x	x	x
ZANESVILLE	WHIZ-TV		x	x				x		

OKLAHOMA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
ADA	KTEN	x	x	x	x	x		x	x	x
ARDMORE	KVSD-TV	x	x							x
ENID	KGEO-TV	x	x	x	x	x		x		x
LAWTON	KSWD-TV	x	x	x	x			x		
OKLAHOMA CITY	KWTV	x	x	x	x			x	x	x
	WKY-TV	x	x	x		x	x	x	x	x
TULSA	KDTV	x	x	x	x	x	x	x	x	
	KTVX	x	x	x		x	x	x		
	KVDO-TV		x	x		x		x	x	x

OREGON

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
EUGENE	KVAL-TV	x	x	x	x			x	x	x
KLAMATH FALLS	KDTI	x	x		x			x	x	
MEDFORD	KBES-TV	x				x		x		
PORTLAND	KLOR	x	x	x	x	x	x	x		x
	KOIN-TV	x	x	x	x	x	x	x	x	x
	KPTV	x	x	x	x		x	x	x	x

PENNSYLVANIA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
ALTOONA	WFBG-TV		x					x		
GASTON	WGLV	x	x	x	x	x		x		
ERIE	WICU	x	x	x				x	x	x
	WSEE-TV	x	x	x	x	x	x			
HARRISBURG	WCMB-TV		x	x		x				x
JOHNSTOWN	WARO-TV		x	x				x		
	WJAC-TV	x			x	x		x	x	x
PHILADELPHIA	WCAU-TV	x	x	x	x	x	x	x	x	x
	WFIL-TV	x	x	x	x	x	x	x		x
	WRCV-TV	x	x	x		x	x	x	x	x
PITTSBURGH	KDKA-TV	x	x	x	x	x	x	x	x	x
SCRANTON	WARM-TV	x	x	x	x		x	x		
	WGBI-TV	x	x	x						x
WILKES-BARRE	WILK-TV	x	x	x				x	x	x
YORK	WNOW-TV	x	x	x	x	x				
	WSBA-TV		x	x	x			x		

RHODE ISLAND

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
PROVIDENCE	WJAR-TV	x	x	x			x	x	x	x

SOUTH CAROLINA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
ANDERSON	WAIM-TV	x	x	x	x	x		x	x	x
CHARLESTON	WCSC-TV	x	x	x		x				
COLUMBIA	WIS-TV	x	x	x	x		x	x	x	x
	WNOK-TV	x	x				x	x	x	
FLORENCE	WBTW	x	x	x	x	x		x		
GREENVILLE	WFBC-TV	x	x	x	x	x	x	x	x	x

SOUTH DAKOTA

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
RAPID CITY	KDTA-TV	x	x			x				
SIOUX FALLS	KELO-TV	x	x	x	x	x	x	x		

TENNESSEE

City	Call letters	Kitchen	Liv'g rm	Outdoor	Auto ramp	Rear view	Remote	B&w line	Color line	Sends color
CHATTANOOGA	WDEF-TV	x	x	x				x		
	WRGP-TV	x	x		x			x	x	x
JACKSON	WDXI-TV	x	x	x	x		x	x		
JOHNSON CITY	WJHL-TV	x	x	x	x	x	x	x		
KNOXVILLE	WATE-TV	x	x	x		x	x	x	x	x

(CONTINUED)

TENNESSEE (cont.)

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&w line	Color line	Sends color
KNOXVILLE (cont.)	WBIR-TV		x						x	x
	WTVK	x	x	x				x	x	x
MEMPHIS	WHBQ-TV	x	x	x				x		
	WMCT	x	x	x		x	x	x	x	x
NASHVILLE	WLAC-TV	x	x	x	x	x		x	x	x
	WSIX-TV		x	x	x	x		x		
	WSM-TV	x	x	x	x	x	x	x	x	x

TEXAS

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&w line	Color line	Sends color
ABILENE	KRBC-TV	x	x	x		x		x		
AMARILLO	KFDA-TV	x	x	x			x			
AUSTIN	KGNC-TV	x	x	x	x	x	x	x	x	x
	KTBC-TV	x	x	x				x	x	x
BEAUMONT	KFDM-TV	x	x	x					x	x
BIG SPRING	KBST-TV	x	x	x		x		x	x	x
CORPUS CHRISTI	KVDO-TV	x	x	x		x		x		
DALLAS	KRLD-TV	x	x		x	x	x	x	x	x
	WFAA-TV	x	x	x			x	x	x	x
EL PASO	KILT-TV	x	x		x		x	x		
	KROD-TV	x	x	x	x	x		x	x	x
	KTSM-TV	x	x	x		x		x	x	x
	XEJ-TV	x	x	x		x				
FORT WORTH	KFJZ-TV		x	x	x	x	x	x		
	WBAP-TV	x	x	x	x	x	x	x	x	x
GALVESTON	KGUL-TV		x	x			x	x	x	x
HARLINGEN	KGBT-TV	x	x	x	x					
HOUSTON	KTRK-TV	x	x	x			x	x	x	x
LOREDO	KHAD-TV	x	x	x						
LUBBOCK	KCBD-TV	x	x					x	x	x
	KDUB-TV	x	x	x			x	x	x	x
LUFKIN	KTRE-TV	x	x	x		x		x	x	
MIDLAND	KMID-TV	x	x	x	x		x	x		
SAN ANGELO	KTXL-TV	x	x	x	x			x		
SAN ANTONIO	KCOR-TV		x	x	x	x		x		
	KENS-TV		x	x		x	x			x
	WOAI-TV	x	x	x			x	x	x	x
SWEETWATER	KPAR-TV	x	x	x				x	x	x
TEMPLE	KCEN-TV	x	x	x	x				x	x
TEXARKANA	KCMC-TV	x	x	x	x	x		x	x	x
WESLACO	KRGV-TV	x	x	x	x			x		
WICHITA FALLS	KFDX-TV	x	x	x	x	x		x	x	x

UTAH

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&w line	Color line	Sends color
SALT LAKE CITY	KSL-TV	x	x	x	x	x	x	x	x	x
	KTVT	x	x	x		x	x	x	x	x
	KUTV	x	x	x	x	x	x	x	x	

VERMONT

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&w line	Color line	Sends color
BURLINGTON	WCAX-TV	x	x	x		x		x	x	x

VIRGINIA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&w line	Color line	Sends color
BRISTOL	WCYB-TV	x	x	x	x		x	x	x	x
HARRISONBURG	WSVA-TV	x	x	x		x		x		
LYNCHBURG	WLVA-TV	x	x					x	x	
NORFOLK	WAVY-TV		x	x		x	x	x	x	x
	WTAR-TV	x	x	x	x		x	x	x	x
	WVEC-TV	x	x	x				x	x	x
PETERSBURG	WXEX-TV	x	x	x				x	x	x
RICHMOND	WRVA-TV	x	x	x	x	x	x	x	x	
	WTVR	x	x	x	x	x		x	x	x
ROANOKE	WDBJ-TV		x		x			x	x	x
	WSLS-TV	x	x	x	x	x		x	x	x

WASHINGTON

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&W line	Color line	Sends color
BELLINGHAM	KVOS-TV							x		
SEATTLE	KING-TV	x	x	x	x	x	x	x	x	x
	KOMO-TV	x	x				x	x	x	x
SPOKANE	KHQ-TV	x	x	x	x		x	x	x	x
	KREM-TV	x	x	x	x	x		x	x	x
	KXLY-TV	x	x	x	x	x	x	x	x	x
TACOMA	KTNT-TV	x	x	x	x	x	x	x	x	
	KTVW	x	x	x	x		x	x		
YAKIMA	KIMA-TV	x	x	x	x	x	x	x	x	x

WEST VIRGINIA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&W line	Color line	Sends color
BLUEFIELD	WHIS-TV	x	x	x	x				x	x
CHARLESTON	WCHS-TV	x	x	x	x	x		x	x	x
FAIRMONT	WJPB-TV	x	x	x	x	x	x			
HUNTINGTON	WHTN-TV	x	x	x	x	x	x	x	x	x
	WSAZ-TV	x	x	x	x	x	x	x	x	x
OAK HILL	WOAY-TV	x	x	x	x			x		x
PARKERSBURG	WTAP		x	x	x		x			
WHEELING	WTRF-TV	x	x	x		x		x	x	x

WISCONSIN

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&W line	Color line	Sends color
GREEN BAY	WBAY-TV	x	x	x	x	x				x
	WFRV-TV	x	x	x	x	x	x			
LA CROSSE	WKBT		x			x		x		
MADISON	WISC-TV		x	x					x	x
	WKOW-TV	x				x		x	x	x
	WMTV	x	x	x	x	x		x	x	
MARINETTE	WMBV-TV	x	x	x	x	x		x		
MILWAUKEE	WISN-TV		x	x	x		x	x		
	WITI-TV	x	x		x	x				x
	WXIX	x	x	x	x	x	x	x		x
SUPERIOR-DULUTH, MINN.	WDSM-TV	x	x		x		x	x	x	x
WAUSAU	WSAU-TV	x	x		x			x		

WYOMING

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&W line	Color line	Sends color
CHEYENNE	KFBC-TV		x	x	x					

ALASKA

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&W line	Color line	Sends color
ANCHORAGE	KENI-TV	x	x	x				x		
	KTVA	x	x		x		x			
FAIRBANKS	KFAR-TV	x	x							
	KTVF		x	x		x				
JUNEAU	KINY-TV							x		

HAWAII

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&W line	Color line	Sends color
HONOLULU	KGMB-TV	x	x		x	x	x			
	KONA	x	x	x	x					
	KULA-TV		x	x	x	x				

PUERTO RICO

City	Call letters	Kit-chen	Liv'g rm	Out-door	Auto ramp	Rear view	Re-mote	B&W line	Color line	Sends color
SAN JUAN	WKAQ-TV	x	x	x		x	x			

television station representatives

ALASKA RADIO-TV SALES CORP.
New York 16 280 Madison Ave
Tel Murray Hill 1 1211
Seattle 1 830 Securities Bldg.
Tel Seneca 6333
Los Angeles 5 2978 Wilshire Blvd.
Tel: Dunkirk 8-4151
San Francisco 4—Mills Bldg.
Tel: Garfield 1 7950

AVERY-KNODEL, INC.
New York 19—720 Fifth Ave.
Tel Judson 6-5536
Chicago 1 75 E. Wacker Drive
Tel: Andover 3-1710
San Francisco 4 235 Montgomery St
Tel: Yukon 2-2053
Los Angeles 5 3325 Wilshire Blvd.
Tel Dunkirk 5 6391
Atlanta 3 41 Marietta St., N W.
Tel Jackson 3-2545
Dallas 1 320 Fidelity Union Life Bldg.
Tel: Prospect 7 7330
Detroit 26 1116 Nat'l Bank Bldg
Tel. Woodward 1-9607

AYERS, JAMES S.
Atlanta 3—812 Glenn Bldg.
Tel: Alpine 3080

BLAIR-TV, INC.
New York 17 122 Madison Ave.
Tel Plaza 1 1922
Chicago 11 737 N Michigan Ave.
Tel: Delaware 7 2145
Los Angeles 5—3160 Wilshire Blvd.
Tel: Dunkirk 1-3811
San Francisco 4—2501 Russ Bldg
Tel: Yukon 2-7068
Detroit 26—617 Book Bldg.
Tel: Woodward 1-6030-31-32
St. Louis 1—1037 Paul Brown Bldg.
Tel: Chestnut 1-5687
Dallas 2 Rio Grande National Bldg.
Tel: Riverside 4228
Jacksonville 2—1402 Barnett Bank Bldg.
Tel: Jacksonville 6-5770
Boston 6 St James Place
Tel: Hubbard 2 3163
Seattle—Rm. 3319, White-Henry-Stuart Bldg.
Tel: Elliott 6270-1

BOLLING COMPANY, INC., THE
New York 247 Park Ave.
Tel: Plaza 9-8150
Chicago 11—135 N Michigan Ave.
Tel: Whitehall 3-2010
Los Angeles—204 S. Beverly Dr.
Tel Bradshaw 2 0541
San Francisco—5 Third St.
Tel: Garfield 1-6740
Boston—80 Boylston St.
Tel: Hubbard 2-0346

BRANHAM COMPANY, THE
New York 16—99 Park Ave.
Tel: Murray Hill 2-4606
Chicago 1—360 N. Michigan Ave.
Tel: Central 6-5726-7-8-9
Detroit 2—236 General Motors Bldg.
Tel: Trinity 1-0440
Dallas 1 1005 Fidelity Union Life Bldg.
Tel: Sterling 5831
Atlanta—Rhodes-Haverty Bldg.
Tel: Walnut 3025
St. Louis 1—Title Guaranty Bldg., 706 Chestnut St.
Tel: Chestnut 1-6192
Memphis 3—1028 Sterick Bldg.
Tel: Telephone 8-2344
Charlotte 2—2001 Liberty-Life Bldg
Tel. 2-8839
Miami—406 N. E. 29th Terrace
Tel: 9-4685
San Francisco 3—703 Market St.
Tel: Yukon 2-1582
Los Angeles 48—6399 Wilshire Blvd.
Webster 1-1551

BROWN, CLARKE COMPANY
Dallas 416 Rio Grande Nat'l Bldg.
Tel: Riverside 2-5148
Atlanta—Suite 615.
101 Marietta St. Bldg.
Tel Jackson 3-7797
Houston—Suite 1-D, 520 Lovett Blvd.
Tel. Jackson 8-1601
New Orleans 910 Royal Street
Tel: Canal 3917
Denver 11—5350 W. 20 St.
Tel: Belmont 7-2731

BULMER & JOHNSON, INC.
Minneapolis—2-530 Roanoke Bldg.
Tel: Lincoln 7017

BURKE STUART CO., INC.
New York—60 E. 56 St.
Tel: Plaza 1-2156
Chicago 1—75 E. Wacker Drive
Tel: Dearborn 2-0826
Beverly Hills—
111 N La Cienega Blvd.
Tel: Crestview 5-2022
San Francisco—233 Sansome St.
Tel: Yukon 6-2981

BURN-SMITH COMPANY INCORPORATED
New York 36—19 W. 44th St.
Tel: Murray Hill 2-3124
Chicago 1—307 N. Michigan Avenue
Tel: Central 6-4437
San Francisco 4—110 Sutter St.
Tel: Sutter 1-7971
Los Angeles 57—672 South Lafayette Park Place
Tel: Dunkirk 2-3200

CAPPER PUBLICATIONS, INC.
New York 71 120 Lexington Ave
Tel Lexington 2 1750
Chicago 1 333 N Michigan Ave
Tel Franklin 2 7200
San Francisco 4 1207 Russ Bldg
Tel Douglas 5220
Kansas City 300 Waltower Bldg
Tel Victor 2 3864
Topeka Topeka Bldg at 11th St
Tel 3 2377
Cleveland 14 609 Union Commerce Bldg
Tel: Main 1 6774

CARIBBEAN NETWORKS, INC.
New York 19 200 West 57th St.
Tel Circle 7 8221

CBS TELEVISION SPOT SALES
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Tel. Plaza 1 2345
Chicago 11 410 N Michigan Ave.
Tel: Whitehall 4-6000
Los Angeles Columbia Square
Tel: Hollywood 9 1212
San Francisco 5—Palace Hotel
Tel: Yukon 2 7000
Detroit 2 902 Fisher Bldg.
Tel: Trinity 2 5500
Atlanta 800 Peachtree Bldg
Tel Elgin 0727

CLARK, GEORGE W.
Chicago 1 360 N. Michigan Ave.
Tel: Randolph 6-0712

COOKE, DONALD, INC.
New York 17 331 Madison Ave
Tel: Murray Hill 2 7270
Chicago 1 228 N LaSalle St.
Tel: State 2 5096
Beverly Hills 111 N La Cienega Blvd.
Tel: Crestview 5-2022
San Francisco 1 233 Sansome St.
Tel Yukon 6-2981

CROSLEY BROADCASTING SALES OFFICES
New York—630 Fifth Ave.
Tel: Circle 6-1616
Chicago 1—360 N Michigan Ave.
Tel: State 2 6693
Cincinnati 2 140 W. Ninth St.
Tel: Cherry 1 1822
Columbus—3165 Olentangy River Road
Tel Amherst 3-5141
Dayton—4595 S Dixie Highway
Tel: Walnut 2101
Atlanta—770 Spring St., N.W
Tel: Elgin 3726
Detroit 26 2768 Penobscot Bldg.
Tel: Woodward 1 1610
San Francisco—NBC Bldg.
Tel Greystone 1 8700
Hollywood Sunset & Vine
Tel: Hollywood 9-6161
Charlotte—1527 Elizabeth Ave.
Tel. 6-6581
Dallas—1102 Fidelity Union Bldg
Tel: Randolph 8206

CUMMINGS, HARRY E.
Jacksonville 2—1102 Barnett Bank Bldg.
Tel: Elgin 6-5770

DAY, DEL
Seattle 1—308 White-Henry-Stuart Bldg.
Tel: Seneca 6682

DEVNEY & COMPANY
New York 17—535 Fifth Ave
Tel: Murray Hill 7-5365
Chicago 1—Rm. 1021, 65 E. Lake St.
Tel: Franklin 2-0016
Beverly Hills—
111 N. La Cienega Blvd.
Tel: Oleander 5-7597
San Francisco—233 Sansome St.
Tel: Yukon 6-2981

DORA-CLAYTON AGENCY, INC.
Atlanta 3—Dora Cosse, Clayton Cosse, 502 Mortgage Guarantee Bldg.
Tel Alpine 7811

DU MONT TELEVISION SPOT SALES
New York 22 515 Madison Ave.
Tel: Murray Hill 8 2600
Washington, D.C.—
12th & E Sts., N.W.
Tel: Sterling 5300
Pittsburgh—1105 Clark Bldg., Liberty Ave.
Tel: Express 1071
San Francisco 5—Monadnock Bldg.
Tel: Sutter 1 1060

EVERETT-McKINNEY, INC.
New York 17—40 E. 49th St.
Tel Plaza 3 9332
Chicago 11—400 N Michigan Ave.
Tel: Superior 7-9052
Beverly Hills—111 N. La Cienega Blvd.
Tel: Crestview 5-2022
San Francisco 4—233 Sansome St.
Tel: Yukon 6-2396

FLETCHER, JAMES C., JR.
New York 19—60 West 46th St.
Tel: Circle 6-4084

FORJOE-TV, INC.
New York 36—580 Fifth Ave.
Tel: Judson 6-3100
Chicago 11—135 N. Michigan Ave.
Tel: Delaware 7-1874
Los Angeles 48 151 N La Cienega Blvd
Tel Oleander 5 7755
San Francisco 5—593 Market St
Tel Sutter 1 7569
Atlanta 3 120 Marietta St
Tel Jackson 3 0518
Seattle 411 Times Square Bldg
Tel Seneca 2377

GILL-PERNA, INC.
New York 21 651 Madison Ave
Tel Templeton 8 1710
Chicago 1 75 E Wacker Dr
Tel Franklin 2 8665
Los Angeles 2330 W Third St
Tel Dunkirk 7 4388
San Francisco—57 Post St
Tel Sutter 1 5568

GRANT, W. S., COMPANY, INC.
San Francisco 5—703 Market St.
Tel Exbrook 2 6685
Chicago 11 612 N Michigan Ave
Tel: Superior 7 8177
Los Angeles 17 1127 Wilshire Blvd
Tel: Madison 9 2653
New York 36 33 W 42nd St
Tel: Bryant 9 1371

HARRINGTON, RICHTER & PARSONS, INC.
New York 17 589 Fifth Ave
Tel: Murray Hill 8 7030
Chicago 11 Tribune Tower
Tel Whitehall 4 0540
San Francisco 4 235 Montgomery St
Tel: Sutter 1 4125

HEADLEY-REED TELEVISION
New York 17—Graybar Bldg
420 Lexington Ave.
Tel: Murray Hill 5 8701
Chicago 1—230 N Michigan Ave.
Tel: Franklin 2 1686
Atlanta 3—Palmer Bldg.
Tel: Cypress 4311
San Francisco 4 110 Sutter St.
Tel: Yukon 2-4912
Hollywood 28—Taft Bldg., Hollywood at Vine
Tel: Hollywood 1 7738
Philadelphia 7—
Philadelphia Nat'l Bank Bldg.
Tel: Locust 4 6027
Seattle 1 605 Jones Bldg.
Tel. Elliot 2566

HOLLINGBERY, GEORGE P., COMPANY
Chicago 1—307 Michigan Ave.
Tel: Dearborn 2-6060
New York 36—500 5th Ave.
Tel: Oxford 5-5560
Atlanta 3 131 Peachtree St.
Tel: Jackson 4 5710
Los Angeles—3325 Wilshire Blvd.
Tel: Dunkirk 5-2071
San Francisco 4 117 Montgomery St.
Tel: Douglas 2-2541
Detroit—1967 Guardian Bldg., 500 Griswold St.
Tel: Woodward 1-3555
Seattle 1 Tower Bldg.
Tel: Elliot 1868

HOLMAN, HAL, COMPANY
Chicago 1—Rm. 1024, 64 E. Lake St.
Tel: Franklin 2-0016
New York 17—535 Fifth Ave.
Tel: Murray Hill 7 5365
Los Angeles 28—6381 Hollywood Blvd
Tel Hollywood 2 2351
San Francisco 5—
201 Monadnock Bldg
Tel: Exbrook 2-6414

H-R TELEVISION, INC.
New York 17—380 Madison Ave.
Tel: Oxford 7-3120
Chicago 1 35 E. Wacker Drive
Tel: Randolph 6-6431
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